

Vol. 13, No. 2, August, 2023
Bi-Annual
ISSN No. 2278-8379

TOURISM INNOVATIONS

An International Journal of Indian Tourism and Hospitality Congress (ITHC)

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www.tourismcongress.wordpress.com

Tourism Innovations: An International Journal of Indian Tourism and Hospitality Congress (ITHC)

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ISSN : 2278-8379

VOLUME : 13

NUMBER : 2

Publication Schedule:

Twice a year : August-December

Disclaimer:

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Claims and court cases only allowed within the jurisdiction of HP, India

Published by: Bharti Publications in Association with Indian Tourism and Hospitality Congress (ITHC)

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Editor's Note

Tourism is a global economic powerhouse, contributing significantly to the GDP of many countries and providing employment to millions. However, the environmental and social costs associated with traditional tourism practices have raised concerns about its long-term sustainability. Green and sustainable tourism investments offer a promising solution to this dilemma by fostering economic growth while protecting the planet and benefiting local communities.

Green and sustainable tourism investments encompass a wide range of strategies and practices aimed at minimizing the negative impacts of tourism on the environment and society while maximizing economic benefits. These investments focus on responsible resource management, community engagement, and the preservation of cultural and natural heritage. Investing in renewable energy sources such as solar panels and wind turbines can power hotels, resorts, and transportation services, reducing reliance on fossil fuels and decreasing greenhouse gas emissions. Sustainable tourism investments prioritize efficient waste management systems. Recycling, composting, and reducing single-use plastics are essential steps towards minimizing pollution.

Investing in the protection and maintenance of natural reserves and national parks ensures the long-term viability of tourism destinations while preserving biodiversity. Implementing water-saving technologies, promoting responsible water use, and protecting local water sources help conserve this precious resource.

Green and sustainable tourism investments prioritize hiring locally, empowering communities economically, and reducing income inequality. Supporting cultural heritage through investments in local arts, crafts, and traditions helps preserve the unique identities of tourist destinations. Sustainable tourism investments diversify the local economy, reducing dependence on a single industry and increasing overall resilience.

Green and sustainable tourism investments are not just an ethical choice; they are a smart economic strategy. By balancing economic growth with environmental preservation and social well-being, these investments create a win-win scenario for tourists, host communities, and future generations. As responsible stewards of our planet, it is our duty to support and encourage these investments, ensuring that tourism continues to thrive while safeguarding the natural and cultural treasures that make our world so beautiful.

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Transformative Experiential Tourism as Sustainable Rural Development Model in Himachal Pradesh

Nitin Vyas & Priti Nagal

Abstract

Himachal's economic growth is based on agriculture, horticulture, and tourism sectors. Based on a mix of agro and farm tourism typology, it is identified that a working farm or orchard can passively contact a tourist who will be provided farmhouse bed and breakfast, along with a direct contact to Experiential tourism that offers some attractions (e.g, visiting fruit orchards for plantation and picking of fresh fruit, jam and juice production with demonstrations, tasting and packaging). With this Transformative travel for Experiential tourism, tourists won't just relish picking fresh fruits and other yields or learn about horticulture and composting, they would be able to live the life-enriching experiences –language lessons and traditional cooking classes, handicraft and anticraft, riding the waterfalls, trekking to remote locations and swimming in ponds.

Transformative Experiential tourism has been receiving a lot of attention in recent years because of its potential to positively transform both the individual and the world we live in. It is a relatively emerging activity that is relentlessly refining its operating mechanism globally. It has appeared as a widespread substitute for limited socio-economic development, because it sustainably utilises the local natural resources and focuses on traditions and cultural heritage of the villages in solidification of the rural economy. Transformative travel focuses on the self-identity and consciousness attributes of travel, as well as how visitors can incorporate the growth, they've witnessed on one's trip into their day-to-day existence back home. However, Transformative Experiential Tourism needs to be executed/practiced with due understanding toward conservation of orchards and farms, ecology, environment and native culture in the countryside. The countryside landscapes in the state of Himachal Pradesh already facilitates and promotes tourist activities in the form of farm house stays and orchard tourism.

The present paper examines the potential of an innovative integrated sustainable development model in Himachal Pradesh. The development of this model would be considering viable strategies, methods and techniques to promote Transformative Experiential Tourism in the hilly terrain of this state. Since such tourism is an activity, harmonizing to sustainable horticulture, with plentiful scope for economic development, it is a way for expansion and promotion of the rural community in the state.

The present paper intends to study how Experiential tourism can be one of the forms of tourism that includes the aspects of sustainable rural development along with active provisions for protection of culture, ethics, farms, agricultural land and environment alongside the development of village entrepreneurship. This paper aims to promote transformative travel for modern tourist along with due conservation of age-old ethnic village ethnicities, customs, morals and practices.

To improve Transformative Experiential Tourism development and contribution to sustainable economic growth of the state, appropriate capacity building programs on experiential tourism for local community, supported by government budget and/or corporate social responsibility programs will be helpful and useful.

Keywords: Experiential Tourism, transformative travel, sustainable rural development.

Introduction

Travel and tourism, being one of the world's most rapidly growing industries, has long been associated with the idea of transformation, with hospitality experiences having the power to impact and alter people's lives and function as operators for individual development. Combined, both tourism and transformation can alleviate the difficulties the world is confronting right now, by shifting people's perspectives and increasing their consciousness, all towards a better tomorrow as "human life is intrinsically linked to human transformation".

When combined with its undeniable cyclical nature as a process rather than an end goal, transformative tourism gains the ability to manifest anytime and at any moment because it depends on the person and the diverse environmental factors that he encounters rather than being a particular type of tourism.

Tourism has a long history of being affiliated with the idea of transformation, and it has frequently been depicted in literature as a tool for spiritual development, subconscious discovery, and intrinsic discovery. There has been a rise in interest in the concept of transformational tourism from tourists and tourism providers, destinations, and scholars in recent years, which is also regarded as one of the most significant developments for the future of the tourism sector. Although individual transformation can always be found in so many studies of tourist motivations and behaviours, as well as pilgrim tourism, transformative tourism has only surfaced as a distinct research field in the last two decades.

Few studies have investigated the supply prospective of the tourism sector, despite the fact that earlier research has revealed the advantages that come from transformative experiences for both travellers and the tourism industry. According to Sheldon (2020), Designing transformative experiences is difficult and necessitates paying close attention to visitors' values, goals, and level of consciousness in addition to taking decision-makers' and tourism providers' levels of understanding into account. Soulard et al. (2019), who created a framework for organizations and companies aiming to provide transformative experiences, emphasizes the employee's contribution to the creation of customised transformative experiences for tourists. Kottler (1997), who argued that travel provides greater opportunities for transformation both in life and at personal level, offers the phrase "transformative tourism" for the first time in intellectual context. The potential of tourism and travel to be transformative and serve as a catalyst for personal change may be universally recognised, but there is less understanding on issues like who can be transformed, under what conditions and contexts can this transition occur, what different types of transformation can happen, and for how long the outcomes of the transformation prevail.

The majority of research on transformational tourism, or research related to it from the viewpoint of self-development and self-change, has focused on the possibility of specific tourism niches to pursue personal transformation. While the most of previous studies on transformation concentrated on particular tourism experiences, more recent studies have emphasised the change process itself. For instance, Robledo and Batle (2017) proposed a design based on Joseph Campbell's "hero's trip" that takes into consideration 3 phases of a person's psychological journey: leaving the familiar, travelling (being initiated into a source of power), and returning (to live life more meaningfully). According to the authors, there really are eight elements that can influence a transformational experience: personal circumstances, engaging in unfamiliar activities while away from home, social contact, living in the moment, challenge, setting, reflection, and integration.

Similar models with four steps – the disorienting dilemma, self-reflection, resolution by exploring new activities, and the resulting new abilities, attitudes, and beliefs – were put out by Soulard, McGehee & Stern (2019) and Wolf, Ainsworth & Crowley (2017). The latter also provided a profile of a transformational traveller, in which fourteen-character qualities were associated to transformation. One or more of the factors that could influence the transformation process and lead to significant gains for the tourists, such as one's wellbeing and health, personality attributes, and sense of accomplishment to name just a few.

A Transformative Travel Experience Scale (TTES) was created by Soulard, McGehee, and Knollenberg in 2020 with the intention of quantifying the process and results of the transformative travel experience. Despite the methodological and theoretical ramifications of the construction of such tools, it is important to underline their usefulness for the current study.

Even though past research has highlighted the relevance of tourists' motivations and traits, it also points to a strong connection between destination-related aspects, experience qualities, and the process of tourist transformation. Tourists are increasingly seeking for locations and experiences that can assist their inner journey of discovery and transformation, which might present an opportunity for destinations and service providers to establish new strategies (Skirka, 2018; Folliott, 2019). Different facets of the local culture, such as the spiritual, physical, intellectual, and psychological ones, could be the objective of transformative travel. Regardless of the fact that there are various studies on a broad range of special interest travel (such as spirituality and yoga, linguistic travel, voluntary work, ecotourism, etc.) that deal with transformative tourism, are only one special kind of travel-based research and do not provide a comprehensive picture and general specific features

of a new type of cultural tourism. Few academic studies have been conducted on transformative tourism as a new form of cultural tourism that explores beyond the notion of experiences and how to achieve them (Lean, 2009; Ross, 2010; Reisinger, 2013 and 2015; Wolf et al., 2017; Soulard et al., 2019).

The interdisciplinary subjects that are crucial to the growth of transformative tourism are just now being studied by researchers. Researchers have been unable to recognise significant studies in the development of requirements of experiential tourists and accessible ways to address them from an organisational and development perspective due to a failure to collaborate across disciplines. In light of this, it is uncommon to come across research on the key qualities of transformative tourists and transformative experiential tourism businesses. The literature on policy and administration of tourism innovations in attracting and managing a new emerging age of tourists by means of adapting to a servitized and knowledge-based economic system has been left with major gaps as a result. Transformative experiential tourism takes a long-term outlook and can result in high value communal, social, cultural and environmental benefits as well as financial viability. Although this new form of tourism shows countless potential, efforts to everlasting transformational travels experience into sustainable rural tourism business practice are still rare and disorganized.

The delayed adoption of innovations in the tourism industry is the main barrier to the development of transformative tourism businesses. According to Reisinger, 2013, it is not enough to only offer "an alternative and special interest tourist" experiences, which are solely based on the market segmentation principle, based on the little study done on transformative tourism. Similarly significant innovations are required to address the dramatic shift in customers' values, habits, and purchase behaviour. But most tourism developments to date have been progressive rather than revolutionary (Hjalager, 2010). Tourism developments are generally characterised by businesses that display moderate developments, and they frequently take the form of modifications to the cost (price)/quality ratio of the product, product line evolution through brand policies, or product differentiation (Sundbo et al., 2007; Camisón and Monfort-Mir, 2012).

From the perspective of consumers, business owners and policymakers, the development of experiential rural tourism based on the transformative tourism idea demands fundamentally new methodological and applied judgements. Therefore, research efforts are required to examine the phenomenon of transformative tourism through the prism of significant paradigm shifts in the economic structure. In order to project the role of paradigm innovations in sustainable rural and cultural tourism, the study was conducted using a systematic research methodology that handles the research subject

as a structure that is an integral part of a larger system (Abnor, Bjerke, 1997). Even as emphasising the importance of tourists' inspirations and characteristics, preceding research suggests a persuasive bond between destination associated features, involvement characteristics and the progression of tourist transformation.

Statement of The Problem

The emphasis in tourism experiences is changing from enjoyment and leisure to transitional. Urban tourism is no longer consider a striking long-time option. The demand for life style change experiences of tourists focuses on issues such as learning new things, having first hand experiences of rural life, maintaining an area's inherent appeal, encouraging tourism projects at the extent that is suitable and apt to an area, and having admiration for carrying capacity levels, the raw authentic style of life, and the cultural traditions of the host community. With the emphasis shifting to quality life, the local community must focus more on the potential for tourism destinations and service providers. This can denote an opportunity to progress a new competitive aligning, as tourists are progressively looking for spaces and experiences that can endorse their internal voyage of discovery and transformation.

Purpose of Inquiry and Inquiry Questions

This conceptual paper proposed to recognize and comprehend the aspects that affects rural farm tourism in general and particularly in transitional experiential tourism and its future prospects in Himachal Pradesh. Therefore, the investigation questions for this paper are: How will you differentiate farm tourism with transitional experiential tourism? What are the future potential factors for the development of experiential tourism in the orchards of Himachal? What experiences can be offered to the tourists that can enhance their life style once they go back in their normal lives? How to promote Himachal Rural areas on the world map to attract experiential tourist segment? What support is sorted for from the government bodied and other intermediaries for the implementation of this model

The answer to the inquiry questions will be based on an extended review and analysis of literature and formulation of a model to promote it for a tourist segment in all horticultural regions of Himachal during the harvest or non-harvest times of the fruit crop.

Transformative Experiences in Rural Based tourism

Development, increase in per capita income, flexible working hours, and the want to improve individual well-being are some of the aspects that have led to a growth in tourist demand for more experiences based on countryside and sustainability (Elmahdy et al., 2017). According to Puhakka and Siikamaki (2012), travellers visiting raw, virgin and beautiful natural areas consider

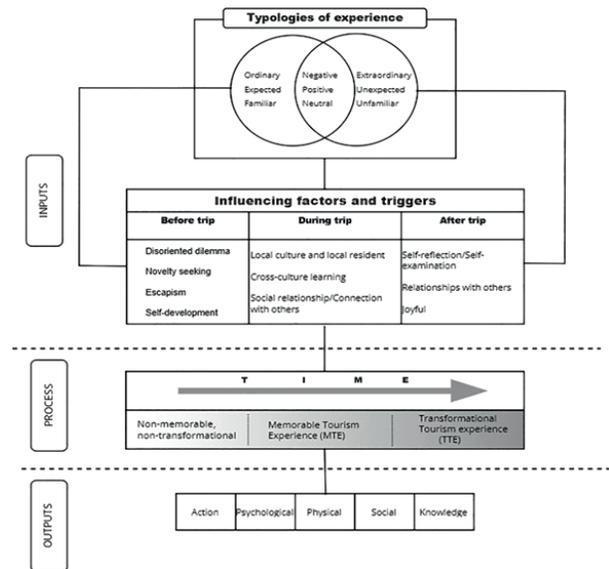
the location primarily as a key constituent that contributes to the superiority of their outing experience. Experiences and direct involvement in rural tourism bring biological, psychological, physical, and communal benefits to tourists. The studied by Ruhanen (2019) found that travellers visiting ecotourism sites are chiefly determined by the involvement in the natural environment, and acknowledged individual benefits, such as exploration, physical activity, learning, and pleasure, as the main purposes for traveling to natural areas. Experiences relating to responsible and maintainable practices directed by ethics of admiration for ecosystems and hosts have countless possibilities for transforming tourists. This has also been detected in numerous studies which proposes that experiences in rural lives have positive health results (Shin et al., 2010) that lead to a lessening the chances of heart attack (Wolf et al., 2017), and a huge drop in stress (Hansmann et al., 2007), cerebral and social well-being, as well as a assortment of optimistic emotions, such as fulfilment, enjoyment, and contentment (Ballew & Omoto, 2018). Thus, the experience that one can get from a sustainable rural tourism destination is perceived as a place that allows the mystical growth and psychological rejuvenation of people. Experiences in transformational rural tourism have also been found to have positive communal consequences, such as generating civic cohesion and strengthening personal networks.

Travellers always gets a pleasant experience that brings joy, and encourages inquisitiveness and a desire to learn whenever they come in the close interaction with the natural environment. As a consequence, they identify that there is an upsurge in understanding, consideration, and admiration for nature by tourists, and in the long run, augmented ecological awareness leads to changes in ecosystem preservation behaviour and travel aims. More explicitly, these tourists are opening to search intensively for a sustainable rural tourism offers and to support the growth of a tourism industry that will not threaten its own future. As per, Walter (2016) after going back home, these tourists begin to participate in ecological initiatives, such as planting trees, participating in political engagement for environmental fortification and safety, and begin educating children about the need to preserve the environment, thus contributing to the world.

More lately, numerous authors have begun to view such experiences as a way of gaining a competitive benefit. Chandralal and Valenzuela (2013) points out that it is not as easy as it looks for a destination to persuade tourists to visit it again. Various other studies have recognized that live experiences are a chief driver of retreat to in transformative tourism. Transformative experiences bind travellers to the place where they get experiences and such experience, increase the quantity of word-of-mouth references and revisits (Jepson & Sharpley, 2015). Miller et al. (2019) by structuring the outcomes of various studies (e.g., Pinkus et al., 2016; Snyman, 2017;

Jorgenson et al., 2019) conducted in different parks and protected areas found that providing worthwhile experiences to visitors lead to the financial sustainability of the areas as it leads to the growth in the number of recurrence visits and constructive word-of-mouth publicity, which leads to the conception of extra jobs for the local people, thus dipping scarcity and providing backing to the local economy. Increasing tourist preferences for environmentally friendly activities and the exposure to the native lives of the residents have shown increased volumes in tourists persuaded by the transformative experiences in nature.

Conceptual Framework in Transitional Tourism



Source: Adopted from Roshini Nandasena, Alastair M. Morrison and J. Andres Coca-Stefaniak

Designing Transformative Experiences of Rural Tourism In Himachal Pradesh

To provide Transformative Experiential Tourism, and to ensure the permanency of responsible behaviour, i.e. the implementation of such behaviour in everyday life, numerous resolutions have been offered in the literature. Butcher (2002) focused on the elevation and performance of tourism experiences where one need to present sustainable behaviour and sustainable travel as “saving the world” and “doing tourism differently”. The sociocultural interchange, escapism, risk-taking, overcoming obstacles, building confidence, developmental in new roles, and managing negative emotions like fear, wrath, and anxiety may be the focus of these experiences. Similarly, transformative progressions at the individual level have been connected by research studies to tourist experiences where escapism was a vital motivation (Chen et al., 2014; Lochrie et al., 2019), getting a break from the monotony of the daily routines and responsibilities (Adams, 2013), and getting the feelings of own freedom encouraged by travel

continued to be the core of visitors’ enjoyment (O’Reilly, 2006). For illustration, a study done by Deville and Wearing (2013) surveyed ecotourism’s transformational potential in the situation of organic farms, where budget conscience travellers intermingled with resident people over long periods of time, subsequently forming sturdy bonds with the host communities. Another research by Jernsand (2017) found that there are three characteristics disturbing the delivery of transformational experiences in tourism. These include relationship building, acknowledging and sharing power generated from participating in development projects, and contextual and embodied learning. Correspondingly, Massingham et al. (2019) found that participant emotions, learning, relationships, and reflective processes were frequently linked to their involvement in environmental conservation programmes and their experience components (such as education and wildlife interactions).

Tourism industry epitomizes a dominant tool for social and economic expansion of any country and decrease of scarcity of resources, through the creation and of careers and enterprises, substructural development and export earnings. Well-thought of and managed tourism can not only contribute significantly to all dimension

of sustainable growth, but also has close connections to other areas that can generate decent occupations and trade prospects. Though, tourism needs support and is dependable on the accessibility of ecology and other environment-based services. The economic development of Himachal Pradesh as a state is based on primary (agriculture), secondary (manufacturing) and tertiary (service sector including tourism) sectors that in the year 2020-21 contributed about 14%, 40%, and 46% of the economy, respectively.

Himachal is recognized as a state with an extremely rich cultural heritage since the traditional practices are so historic that they are rare elsewhere in the nation. Himachal is the ideal destination for tourism because of the mountains, interconnecting river systems, forests, orchards, temples, and social niches. Variety of fruit crops, including mango, banana, citrus, grape, apple, apricot, and many varieties of stone fruits, are found growing in a variety of soil types and climates. The unpredictable rainfall patterns are a reflection of this diversity. In these places, similar oscillations in temperature, sunlight, relative humidity, etc. are also observed. The range of temperate, sub-temperate, dry-temperate, and plain region, made fruit crops possible through this agro-ecological scenario.

S. No	Zone	Elevation (meters amsl)	Rainfall (cms)	Apt fruit crops
1.	Low Hill and Valley areas near the plains	365-914	60 - 100	Mango, Guava, Loquat, Litchi Citrus Fig,, Papaya, Early varieties of Grapes, Banana, Jack Fruit, Low chilling varieties of Peach, Pear, Plum and Strawberry.
2.	Middle Hills (Sub Temperate)	915-1523	90 - 100	Stone Fruits (Peach, Apricot, Plum, Almond), Pear, Pomegranate, Persimmon, Pecan nut, Kiwi Fruit, Walnut, Strawberry.
3.	High Hills and Valleys in the interiors (Temperate)	1524-2742	90 - 100	Apple, Cherry, Pear (Soft), Almond, Chestnut, Hazel- nut, Walnut, Strawberry.
4.	Cold and Dry Zone (Dry Temperate)	1524-3656	24 - 40	Apples, Drying type of Apricot, Prunes, Almond, Pistachio nut, Walnut, Chilgoza, Hazel-nut, Hops and Grapes.

Horticulture Zones in Himachal Pradesh

Source: Department of Agriculture, Govt of Himachal Pradesh.

Since most of these fruit crops are cultivated in rural regions, Transformative Experiential Tourism can both economically and socially benefit rural populations as well as promote contact between visitors and locals for mutually beneficial involvements. Transformative Experiential Tourist activity model for Himachal Pradesh is based on the orchards for all the fruit types based on the Horticulture Zones. This model is applicable for all the fruit crops and would serve the tourist on both harvest and non-harvest season time of the year. This model will have an unquestionable role to play for the benefit of both- tourist and the individual. Both the parties have mutual advantages to gain their experiences from.

The experiences with visitors help individuals think about concepts that have a transformative effect on them. Orchard activities are classified into functional and non-functional orchard activities in which a tourist would be engaged while he is in the farm house staying with the host community. This concept is almost similar to the one given by Sznajder et al. (2009) where he distinguished between old agro-tourism and modern agro-tourism.

The earlier is only to offer the guestshort-term lodging and on-farm resources, and the host gets a minor supplementary income. The farmers within the later seem to have more resourcefulness to offer many more agro-based tourist goods and services in return to get additional farm income significantly. The model

proposed here would keep the tourists busy with the farm activities. It is aimed at becoming a hybrid model where urban life meets the rural life and without harming the individuality of both the lifestyles, one takes back home a transitional lifestyle.

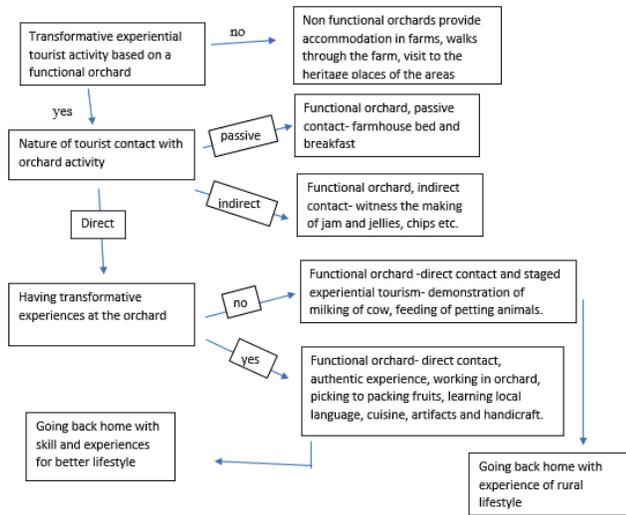


Fig. 1 A typology for defining Transformative Experiential Tourism

Fruit crops in Himachal are spread over all five seasons and there are times when the orchard is non-functional i.e fruit crop is not there in that specific region. But since transformative experiential tourism is not based only during the times of harvesting, the tourist gets to get involved in various other activities. People visiting the place would create connotation with hosts through direct experience. The experience comprises meeting people, visiting places, the activities joined in to create memories. Such experiences include pre-departure trip preparation and post-trip follow-up. Transitional Experiential tourism draws individuals into local nature, food, culture and history. Such Experiential visits are low volume, low impact, and high yield which is very personal, exclusive and discrete for each visitor. Tourist experiences are based on quality memories shared between them and the experience provider. Experiential tourism activities allow for personal development, reflect the beliefs and interests of the individual visitor, and offer a variety of experiences that match their interests and give them a feeling of personal accomplishment, allowing them to create their own special memories. The goal of this transitional experiential tourism is to provide a fully engaged experience in the orchards that offers fresh insights and real-world encounters along with promoting the interaction and integration of many cultures, challenges, and possibilities.

Himachal is a state with rich traditions and culture and these cultural elements are shared with people in an atmosphere of traditional ways of life. Transformative

Experiential tourism aims to show this rather than describe. It not only has the opportunity to expand personal horizons but also provides personal enhancement, enlightenment, encouragement, and engagement as persuaders. Since this model aims to offer Experiential tourism engagement in all five senses, it would attract individuals to villages and markets to merchandise. Transformative Experiential tourism includes the “tales of places” with the opportunities to learn a new skill or engaging oneself in a new activity. Transformative Experiential Tourism in Himachal and India as a whole is emerging as an excellent tourist destination because of its inimitability in many areas like culture, heritage, history, flora and fauna, natural charms and the very people of the country.

The tagline for the state, “Unforgettable Himachal” or “A Destination for All Seasons and All Reasons” is well recognized as a popular destination brand. Success of Himachal Tourism is chiefly based on how willing government understands the need for developing tourism in the state and how actively the vibrant private sector tourism industry operates in the state. There are vibrant policies marked by the government namely “The Himachal Pradesh Tourism Policy” as to how the tourism in the state has to be escalated and developed. There is an excessive amount of communication and interfacing between the government and the private sector stakeholders. Himachal as a state advocate and implements responsible tourism, which is an extensively sustainability motivated model of tourism. The natural desirability of the state, wonderful weather conditions throughout the year, humble and honest public, high literacy rates, hotels and resorts and other facilities established across the state are mechanisms for the development of tourism in the state.

Research Observations & Findings

- (i) Paradigm alteration: Destination tourism to Client based Tourism
- (ii) A new segment of transitional experiential tourists needs to be identified.
- (iii) Post Covid Universal drive toward experiential exposures.
- (iv) Increase in appreciating quality family time in unconventional settings.
- (v) There is a significant concern over Length of stay and high pricing of serving transitional exposures.

Initiatives Required For Growth of Transformative Experiential Tourism

1. Destination infrastructure and settings are to be identified and improved, such as construction more basic sanitation facilities, tourist information centres with modern communication services, post offices, ATM machines, roads, Hospitals or modern

medical aid centres, road direction signs as well as boards stating the history of the people or products, parking areas with shuttle automobiles (carts, bicycles or autos) from the parking areas to tourism sites.

2. Fruit Harvest products to handicraft and services are to be expanded and standards needs elevation such as professional hospitality in demonstrating harvesting and producing process of the product, folk cultural performance, distribution services, life style projections and much more.
3. Trained and skilled human resources are to be developed for collective skills in working, product design, language, work safety, administration in finance, providing services, marketing, environment.
4. Systematic planning and management for clear targets and indicators needs to be underlined for combined implementation among government, nongovernment and local authorities for single goal achievement.
5. Presentation of folk tales of the villages and products are to be presented and displayed with authentic product designs and packaging done an atmosphere of traditional ways of life.
6. Promotion and marketing on tourism sites, and enthusiastic travel agents to promote and attract experiential tourist segment who are willing to purchase experiences for life time and carry these transitional changes as souvenirs from the host destination.
7. Accessible and approachable Government aid understanding and assistance for the local community to makes working much easier.

Future Potential

Our focus would be to further develop and endorse niche products like, Wellness and Medical Tourism, Adventure and Wildlife Tourism, Sports Tourism, Film Tourism, Heritage tourism, Eco tourism. There is a need for the state of Himachal Pradesh to reconsider projection of the same resources we already have with a new prospective to serve the evolving demands and tastes of tourists. We need to bring a paradigm shift of Himachal from a short-term destination of developed tourist regions to extended stays at rural areas for mutual benefits of the tourists and the local people.

Conclusion

Transitional Experiential tourism as a tool for sustainable rural tourism model is an outgrowth of a comprehensive movement toward experiential learning, where visitor creates meaning to their visit through direct experience at the host destination. Transitional Experiential tourism is

also tied to the progression of mass customization and the understanding local economy. For the tourist, the experience comprises, among other aspects, the individuals one meets, the rural places they visit, the raw non-commercial accommodations where they stay, various activities participated in, the memories created and the skills learned from the local people that they carry back to their native modern settings. Transitional Experiential tourism inspires guests to participate and endorses activities that join into communities, values, culture, life styles and the outdoors. Our effort is to give and promote Transitional Experiential tourism in the state and show case true Himachal. The visitors to Himachal Pradesh should be forced to come again and again and revisit the involvement because of its rich diversity that brings them closer to the nature and let the modern Gen Alpha know the real India.

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