Chapter 9

Pricing for Hill Tourism Destination: An Empirical Analysis of Sikkim Himalaya, India – Linear Price Model for Himalayan Hill Station

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ABSTRACT

Pricing an alpine tourism is unlike pricing a tangible product. As a part of overall marketing strategy pricing a destination has lot of intricate issues that starts from the basic characteristics of the destination elements to the changing demand aspects. At the time of packaging, an alpine destination by a tour operator or destination promotion organization (DPO), a simplified model, is used that is not essentially limited to an absurd analysis of attraction features through FAM trips a priori. In almost all Indian leisure destinations, tourists are found to be price sensitive and per capita spending is not so high. So, an Indian alpine destination-specific model, based on simple linear regression equation, largely explaining the spending of tourists and thereby implying a modified landscape value has been explained here.
INTRODUCTION

All Indian alpine tourist destinations can be broadly categorized into two categories viz. Himalayan and Non-Himalayan. The important characteristic feature of all the destinations is having two different types of weather conditions and accordingly the attraction features. While the Himalayan alpine destinations enjoy a distinctive of two weather conditions and two different types of tourists, Non-Himalayan destinations are having the same salubrious environment. Sikkim is a small hilly state, bounded by vast stretches of Tibetan plateau in the North, the Chumbi Valley, and the kingdom Bhutan in the East, the kingdom of Nepal in the west and Darjeeling (West Bengal) in the south. The state lies between 27º04’ 46” N and 28º 07’ 48” N and 88º 00’ 58” E and 88º 55’ 25’E covering an area of 7096 sq. Km. Sikkim is famous for scenic valleys forest, snow clad mountains, magnificent Buddhist culture and heritage and peace-loving people. Though small, the environmental, social and cultural diversities are not so. Some scholars believe that the word Sikkim involves Nepalese dialect and it refers to a ‘new place’ or the term has been derived from a Sanskrit word which means a ‘mountain crest’.

The people of Sikkim have ethnic diversity. The Bhutias came from Tibet, the Lepchas were the aboriginal community, and the Nepalese came from Nepal. When Sikkim was an independent state and faced many invasions by its neighboring

Figure 1. Indian state Sikkim
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