Tourism is the mainstay of Himachal's economy. Last year Himachal hosted more than one crore foreign and domestic tourists who directly or indirectly provided livelihood to thousands of people. Tourism on the one hand is strengthening our economy and on the other is contributing to changes in value systems, individual behavior, family relationships, collective lifestyles, moral conduct, creative expression, traditional ceremonies and community organizations. A research on 'Socio Cultural impact of tourism' is being done in Manali town, one of the most sought after tourist destinations in Himachal. Pradeep Chaurasia, a student of M.A.(Development Studies), Tata Institute of Social Studies, Mumbai as part of his internship with Centre for Sustainable Development is undertaking the study. The specific objectives of the study are to find out the effect of tourism activities on the livelihood of people, to identify the main attractions for tourists in the Manali town, to study the Socio-cultural effect of tourism on the native people of the town and to identify problems due to tourism activities. Primary study has been completed covering household response through questionnaire, in depth interviews, field observations, participant observations and focus group discussions with tourists (domestic and foreign), travel agencies and tour operators (domestic and foreign), local community and different bodies and units within the local government of the Manali town. After correlating the data with the secondary data like newspapers, books, journals and internet a detailed report on the outcome of the study will be published.