
ROLE OF GOVERNMENT IN DEVELOPMENT OF TOURISM IN UTTAR PRADESH

Dr. Shashi Kala¹ and Prof. Ashok Kumar Mishra²

¹Lecturer, Department of Commerce, Vikram Singh Kanya Mahavidyalaya, Mughalsarai (U.P.) – 232101

²Professor, Department of Commerce, M.G. Kashi Vidyapith, Varanasi (U.P.) – 221002

Abstract

Tourism is an industry which is developing at very fast pace and has an important and significant impact on the country's economy and environment across the globe. It has the direct or indirect economic contribution of 7 trillion USD approx. globally. Some destinations are favourite for Tourism like Europe, USA but less popular countries are also being listed in favourites as tourism related information is available on portals very easily today and getting connected with these places are much easier now than earlier. In India, many tourist places are in the favourite list but Uttar Pradesh is becoming one of the favourite destinations of domestic and foreign tourists presently. Keeping this view in mind Uttar Pradesh Government has started improving their Tourism policies and started many new initiatives in order to promote tourism in Uttar Pradesh. Old tourism policies are now being revised and many new are either in progress or already implemented. State Government has also focused on online promotion of tourism by providing all the necessary information related to tourist places of the state in many ways. The objective of this paper is to highlight the important tourist places of the state, describing the initiatives started or implemented by state government and what are challenges faced, the improvement areas and suggestions which should be implemented in order to promote and establish a well-defined plan towards Uttar Pradesh tourism.

Keywords: *Tourism, Favourite destination, State Government Policies & Initiatives.*

Introduction

Tourism can be defined as the "the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host Governments and host communities in the process of attracting and hosting these tourists and other visitors".

In 1994, the United Nations identified three forms of tourism in its Recommendations on Tourism Statistics:

- Domestic tourism, involving residents of the given country traveling only within this country
- Inbound tourism, involving non-residents traveling in the given country
- Outbound tourism, involving residents traveling in another country

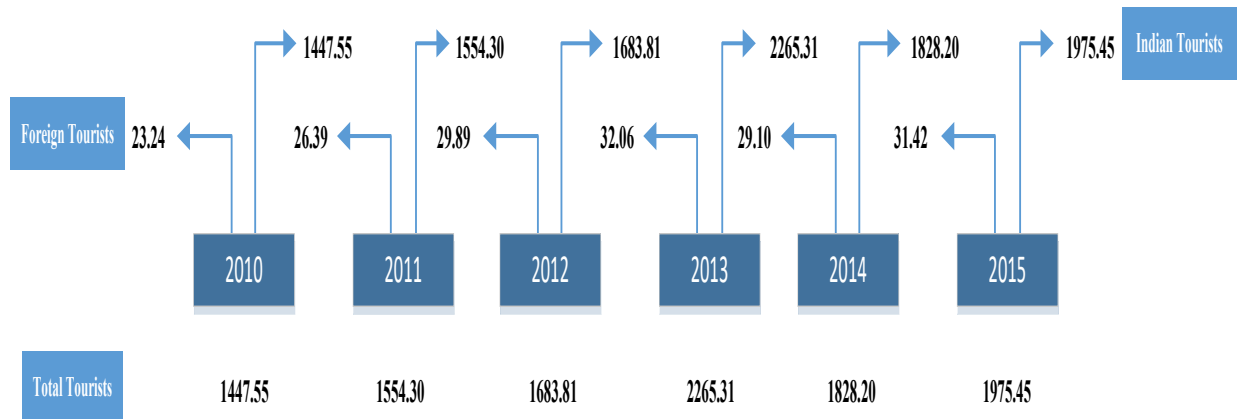
In last few years, Tourism & Hospitality industry in India has been established as an important component of growth among services sector. It is contributing significantly in socio-economic growth of the country and holds a special place in the economy of the country. India has very rich and historical heritage, natural beauty across the country which are main attraction for tourists and shown a consistent growth in last few decades. It is generating good employment and is a good source of foreign exchange for the country.

Uttar Pradesh, situated in plain of Ganges which is the heart of the country, is very rich in culture, language, religion and politics. It is famous for temples and monuments. It is surrounded by 9 states and plays an important role as country's political centre. Lucknow, which was famous for Nawabs and many historical

heritages, is the capital of the state. There are many famous places to be visited, Agra is one of them which is famous for Taj Mahal and attracts huge number of Indian and foreign visitors.

One of the famous city of Uttar Pradesh which is also known as 'The Religious Capital of India' is Varanasi and is situated in eastern part of the state. It is frequently visited by the pilgrims from various parts of the world. It is situated on the banks of the river Ganges. It is believed that death transports the soul to final liberation here.

The number of domestic and foreign tourists who visited important tourist places in Uttar Pradesh. (In Lakhs)



Above figures depict 35% growth in the arrival of Foreign Tourists and 36% growth in the arrival of domestic tourists in Uttar Pradesh during the period of 2010 -2015. The largest percentage of foreign tourists comes from USA, UK, Canada, Malaysia, Japan, France, Germany and Russia. Overall, it is an accelerating trend of tourism growth in Uttar Pradesh and tourists are getting satisfied but there are many areas of improvement which will definitely help in increasing the present trend a lot more.

Sources: Uttar Pradesh Tourism portal, Government of Uttar Pradesh

Uttar Pradesh – A RICH HERITAGE

Uttar Pradesh is enriched with various scopes of tourism options. These range starts from wonder of the world (Taj Mahal – Agra) to unique cultural and religious place like Varanasi, Braj (Mathura, Vrindavan, Goverdhan), Awadh (Lucknow, Ayodhya). Its speciality can be summarized as mentioned below:

- It is abode of one of the wonders of the world "Taj Mahal" which is a UNESCO world heritage site
- It has some very important Hindu pilgrim centres of India viz. Krishna Janm bhoomi (Mathura), Ram Janm bhoomi (Ayodhya), Sangam (Allahabad), Baba Vishwanath Temple (Varanasi), Maa Vindhyavasani Temple (Vindhyachal) etc.
- It has some important destinations related to the life of Lord Buddha viz. Kapilvastu, Sarnath, Shravasti, Kaushambi, Sankisa and Kushinagar
- It has a plenty of unique wildlife like Terai region of Dudhwa National Park and Pilibhit Tiger Reserve, which is endowed with unique floral and faunal bio-diversity
- Dudhwa National Park of Uttar Pradesh is the only protected area (other than Kaziranga National Park, Assam) where one can see one horned rhinoceros along with national animal tiger. It is also the only place in India where one can see 5 species of deer viz. sambhar deer, swamp deer, spotted deer, barking deer and hog deer.

- Uttar Pradesh Heritage Arc has been introduced by Department of Tourism recently which is gaining all round appreciation. It connects 3 most important tourism hubs of U.P. i.e. Agra, Lucknow and Varanasi.
- Apart from Heritage Arc Circuit, it has some potential tourism circuits and trails, such as Buddhist Circuit, Pilgrimage Circuit – Kashi - Sangam, Mathura – Vrindavan, Allahabad – Vindhyachal, Ayodhya Trail, Sufi Trail – Lucknow - Deva Sharif, Ittra Trail – Kannauj, The Great Awadh Circuit – Lucknow, Heritage Trail – Lucknow, Cycling Trail – Lucknow, Taj Nature Tour, Agra Heritage Tour, Agra – Braj Tour; Rhino – Tiger Circuit – Dudhwa National Park, Awadh Bird Trail, Mango Trail, etc.
- Uttar Pradesh is also home to rich textiles, crafts, dance/drama, and legacy of musicians adding to the delicacy of tourism offerings in the state

Details of Indian and foreign tourists who visited important tourist places in Uttar Pradesh are as follows:

Year	Indian	Foreigner	Total (In Lakhs)
2010	1447.55	23.24	1470.79
2011	1554.3	26.39	1580.69
2012	1683.81	29.89	1713.7
2013	2265.31	32.06	2297.37
2014	1828.2	29.1	1857.3
2015	1975.45	31.42	2006.87

Note: The tourist visit in Maha Kumbh Mela/Snan, Allahabad during January – March 2013 (Indian - 7,83,15,500 and Foreign - 3,50,000 [Total - 7,86,65,500]) is included in above figure in the year.

The Hidden treasures of Uttar Pradesh

Sonbhadra

- Ancient land where icons of Mahabharata era are found besides the famous Shiv Dwar and Renukeshwar temple
- Lakhaniya and Mukkha falls besides the amazing Fossil Park
- The Vijaygarh fort
- The cave paintings

Hastinapur

- A sacred pilgrimage for Jain devotees (it is believed that three Jain Tirthankars were born here)
- Temples dedicated to several Mahabharata characters such as the Pandavas and Draupadi add to the historical importance of Kalinjar
- The Kalinjar Fort, situated at a height of 700 feet
- The Vindhya ranges
- The Neelkanth Temple

Mahoba

- The well-fortified hilltop fort and the man-made lakes built by Chandela kings
- The Alha-Udal ballads narrating tales of valour of the Bundela warriors owe their origin from Mahoba
- The Sun Temple at Rahila is a unique 9th century granite structure

Parichha

- Situated on the banks of the Betwa river, it is popular for the Parichha reservoir and dam.
- It is a popular haunt for water sports and offers a picturesque view of the reservoir and its surroundings.

Bithoor

- A prominent centre of Hindu pilgrimage, it is believed to be the birthplace of Ram's sons Luv and Kush.
- Places to see are Valmiki Ashram, Brahmavart Ghat, Patthar Ghat, Dhruva Teela, Lav Kush temple, Nana Saheb Smarak and Siddhidham Ashram.

Kalpi

- An impressive ruin of a fort and several temples of interest, while in the neighborhood are many ancient tombs.
- Pataleshwar Temple is also famous for a wide variety of sweets and Vedvyas Temple.

Varanasi

- The living 'Ancient City' of India (archaeological findings dates back to 800 B.C. [Singh, Rana and Pravin, 2002])
- It is a holy city in Hinduism and treated with great religious attachment
- Key features are holy river Ganga, Lord Shiva shrines, a centre of Indian Philosophy, etc.
- 84+ Ghats along the banks of River Ganga
- 20+ important temples
- Shrines and monasteries of Jain and Buddhists
- Panchkroshi route connecting important temples and kunds (Tanks)
- Sarnath, the stupa and Buddhist monasteries
- Birth place of Saint Kabir Das and Rani Laxmi Bai

Role of the State Government in promoting tourism in Uttar Pradesh

The first Tourism Policy was introduced in 1998 by Department of Tourism, Government of Uttar Pradesh with the objective of multi-faceted development of tourism industry. Considering the immense possibilities in tourism sector, new Tourism Policy has been envisaged to make the state a major tourist attraction.

Uttar Pradesh is the 4th largest state in India with an area of 2.41 Lakh sq. km approx. It is also the state of most population which is 199.5 Million approx. (2011 Census). It is one of the most favoured State for tourists in India. In 2014, Uttar Pradesh was ranked 2nd in terms of total tourist arrivals, 2nd in terms of domestic tourist arrivals and 3rd in terms of foreign tourist arrivals amongst Indian states.¹

¹ *Tourist Figures at a Glance 2014– Ministry of Tourism, Government of India*

The Uttar Pradesh government has put a new policy in place to promote tourism in the state by adding new tourist circuits and destinations based on their existence of cultural heritage and unexplored background. Below provided are few such initiatives:

- The Agra-Varanasi-Lucknow Heritage Arc promotion and branding
- Organising an annual fest of 10-days, the Taj Mahotsav

- Taj International Airport
- Agra-Lucknow Expressway which is operational recently in Nov 2016
- Improvement Plan for Lion Safari, Etawah and Dudhwa National Park
- Launch of e-books on Uttar Pradesh
- Beautification plan for Varanasi Ghats
- 'Tourist Police' deployment
- Kushinagar Road Infrastructure Plan for pro-poor tourism approach
- Promoting Heritage and Eco-Tourism for foreign tourists
- Heritage walks have been started in Agra-Varanasi-Lucknow for past few years. Heritage walk in Kaiserbagh to come up soon.
- Revival plans for the long lost Awadhi cuisine
- Categorization of Hotels
- Participation in fairs, exhibitions and travel marts
- Paying Guest Schemes
- Guest invitations
- Hazratganj, Lucknow to become 4G hotspot
- Tree plantation drive across the state has been initiated

Other important initiatives by the Uttar Pradesh Government

Uttar Pradesh Government has also taken a few other initiatives which are either ready to be operational or will be operational in near future. Some of them are:

- Theme park in Kapilvastu
- Development of Mathura-Vrindavan as Mega Tourist Circuit Phase – II
- Establishment of Ropeway facilities at Chitrakoot, Barsana and Mirzapur
- Textile Tourism establishment and promotion in Varanasi
- Interest and Capital Subsidy to new tourism units
- Stamp Duty Concessions
- Waiving off Conversion and Development Charges for all new tourism units
- Exemption for all new tourism accommodation units for the next 5 years
- Paying Guest and bread and Breakfast Units to be remain under residential category
- Newly constructed theme parks, amusement parks and water parks to be exempted from Entertainment Tax for the next 5 years

Many more tourism activities are covered under Tourism Industry. Few of them are as follows:

- Hotels and Restaurants
- Heritage Hotels
- Tourist resort/tourist village
- Theme Park, Amusement park & Water parks
- Nature Walk, City Walk, Heritage Walk, Cycle Tours etc.
- Promotion to establishment and running of museums
- Tourism activities related to environment conservation/jungle safari/jungle lodge etc.
- Homestay scheme (Bread and Breakfast)

- Organizing and development of Adventure activities such as – trekking, rock climbing, water sports, boat race, skating, fishing, aero sports etc.
- Package tours, conducted tours
- Yoga, Ayurveda and Naturopathy institutes
- Activities in Rural tourism
- Operation of helium and hot air balloon

Challenges faced by Tourism Industries in Uttar Pradesh

Tourism is one of the fastest growing industries in the world. Tourism is one of the top priorities for many countries, because of its contribution to economy in terms of foreign exchange earnings, creation of employment opportunities, promoting international understanding, etc. As the importance of tourism increases day by day, allocation of funds for tourism development has gone up and it has resulted in different ways such as emphasis on infrastructure development and streamlining tourism activities.

Global changes in tourism development have influenced Indian Tourism sector. Continuous efforts of the Government authorities (central and state government), and leading players in the industry have resulted in an upward trend in the international tourist arrivals. Tourism occupies third position in terms of foreign exchange earnings

Challenges faced by Uttar Pradesh Tourism can be summarized as follows:

- Inadequate support infrastructure at tourist destinations
- Inadequate availability of hotel rooms
- Inadequate availability of skilled labour
- Limited availability of hygienic and quality food outlets, restaurants at destinations
- Inadequate cleanliness at tourist destinations and surroundings including lack of clean public toilets
- Poor visitor management at site especially religious destinations
- Lack of conservation of Heritage Sites
- Limited availability of certified tourist guides
- Harassment of tourists from miscreants & notorious elements
- Safety of tourists adequate road, rail and air connectivity to various tourist destinations

Foreign Tourist Arrivals (FTAs)

During 2011 FTAs in India were 6.31 million with a growth of 9.2% over 2010. FTAs during 2012 were 6.65 (provisional) million with a growth of 5.4%, as compared to the FTAs of 6.31 million during 2011

Foreign Exchange Earnings (FEE) from Tourism

Tourism is an important sector of Indian economy and contributes substantially in the country's Foreign Exchange Earnings. FEEs from tourism, in rupee terms, during 2011 was Rs.77,591 crore (provisional), with a growth of 19.6%, as compared to the FEEs of Rs.64,889 crore (provisional) during 2010.

During 2012, the Foreign Exchange Earnings (FEEs) from tourism registered a growth of 21.8% from Rs.77,591 to Rs.94,487 crore (provisional) when compared to FEEs during 2011.

Foreign Tourist Arrivals and Foreign Exchange Earnings During the years 2000-2012

Year	Foreign Tourist Arrivals (in no.)	Percentage Change Over Previous Year	Foreign Exchange Earnings in Crore	Percentage Change Over Previous Year	Foreign Exchange Earnings (Million US\$)	Percentage Change Over Previous Year
2000	26,49,378	6.7	15,626,	20.6	3,460	15.0
2001	25,37,282	-4.2	15,083	-3.5	3,198	(-)7.6
2002	23,84,364	-6.0	15,064	-0.1	3,103	3.0
2003	27,26,214	14.3	20,729,	37.6	4,463	43.8
2004	34,57,477	26.8	27,944	34.8	6,170	38.2
2005	39,18,610	13.3	33,123,	18.5	7,493	21.4
2006	44,47,167	13.5	39,025	17.8	8,634	15.2
2007	50,81,504	14.3	44,360	13.7	10,729	24.3
2008	52,82,603	4.0	51,294	15.6	11,832	10.3
2009	51,67,699	-2.2	53,700*	4.7	11,136*	(-)5.9
2010	57,75,692	11.8	64,889#	20.8	14,193#	27.5
2011	63,09,222	9.2	77,591#	19.6	16,564#	16.7
2012	66,48,318	5.4	94,487#	21.8	17,737#	7.1

Advance Estimates *Revised Estimates
2012-13

Source: Ministry of Tourism, Annual Report

Suggestions

- Proper planning should be made to promote UP Tourism at district level.
- Support services should be started to guide tourists for their queries/doubts promptly.
- All information related to tourist places should be available on the portal with proper navigating instructions.
- Currency Exchange services like Western Union etc. should be available to the tourists very easily.
- Licensed & well trained guides should be appointed at every tourist places.
- All the tourist places should be well connected via Rail, air and roads.
- There should proper safety measure arrangements for the tourists in the state.

Conclusion

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. It provides several socio-economic benefits and thus holds a strategic importance in the Indian economy. Considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country, this sector is a huge crowd puller and has witnessed a steady growth in the past decade. A large employment generator, the travel and tourism industry is a big source of foreign exchange generation for the country.

Uttar Pradesh, the heartland of India, dominates the nation in culture, religion, language and politics. Situated in the vast steamy plain of the Ganges, it boasts of a history that's very much the history of India, and its temples and monuments – Buddhist, Hindu and Muslim – are among the most impressive in the country. The state, adjoining Delhi has always been close to India's power center. Agra, once the Mughal capital is still the biggest draw among the visitors, both foreign and domestic. Lucknow once a part of the Kingdom of

Awadh, is the capital city of Uttar Pradesh.

'The Religious Capital of India', Varanasi in eastern UP is frequented by pilgrims from various parts of the world. It lies on the banks of the river Ganges, which adds magic to the atmosphere. It is believed death transports the soul to final. The above figures well depict that there has been a 35% growth in Foreign Tourist Arrivals (FTA) in Uttar Pradesh from 2010 to 2015 and the Domestic Tourist Arrivals has gone up by 36% for the same period. The largest percentage of travelers from overseas come from the USA and UK, with Canada, Malaysia, Japan, France, Germany and Russia also heavily represented. Overall, there is undoubtedly an accelerating understanding of what tourists in India WANT.

References

Official of UP Tourism, Lucknow

Ministry of Tourism Report

IBEF Tourism report

uptourism.gov.in

https://en.wikipedia.org/wiki/Tourism_in_Uttar_Pradesh

incredibleindia.org

www.mapsofindia.com

www.transindiatravels.com › Uttar Pradesh

<https://upecotourism.in/>

tourism.gov.in

www.ndtv.com