Kanpur is situated on the banks of the sacred river Ganges. It is one of the major industrial centers in the Northern part of India and is characterized by great historical, commercial and religious significance.

TOURIST ARRIVALS
The number of tourists to arrive in Kanpur has increased considerably since the year 2001. Year by year, Kanpur appears to be emerging as a popular destination for travelers.

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th></th>
<th>Tourists</th>
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<tr>
<td></td>
<td></td>
<td>Indian</td>
<td>Foreign</td>
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<td>2002</td>
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<tr>
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<td>5</td>
<td>2005</td>
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</table>

Table 10.1.2 Tourists

INTERESTING PLACES TO VISIT IN KANPUR

JAJMAU AND BITHOOR

Mount Jajmau lies a few kilometers away from the eastern end of Kanpur City and constitutes one of the primary ancient sites in the city. It is of great archaeological importance. Bithoor lies about twenty seven kilometers away from the main city area of Kanpur. It is believed to have witnessed the creation of man. It is therefore also known as seat of the Brahma or creator of the Universe and ranks among the top religious destinations for tourists to visit in the city of Kanpur. Bavan Ghaton ki Nagari is what Bithoor was once famously known as. There now remains only twenty nine ghats over here out of the fifty two that had once existed. Of these, the Patthar Ghat is deemed to be the most beautiful. Its construction had been commissioned by Raja Tikaitrai.

KOS MINAR
In the period of Mughal Rule, a road was constructed where Kanpur lies today and a pillar for earmarking this distance was built by the emperor Sher Shah Suri. This came to be known as the Kos Minar and is one of the major sightseeing destinations in Kanpur.

NIMBIA KHERA, ALSO KNOWN AS THE BRICK TEMPLE

A fascinating temple made entirely of bricks can be witnessed by visitors to the city of Kanpur. This is believed to have been constructed in as early as the eleventh of the twelfth centuries. There are sub temples situated at the four different corners of the main temple. A state of the lord Shiva is kept in the middle of the temple, in the sanctum sanctorium leading historians to conclude that this is a temple dedicated primarily to Shiva worship.

RADHA KRISHNA TEMPLE

This is one of the most famous religious sites in Kanpur. The temple was constructed by the famous KJ Trust. It contains idols of the Lord Hanuman, Shri Narmadeshwar, Shri Aradhanarishwar and Laxminarayan.

JAIN GLASS TEMPLE

This is located in the renowned Maheshwari Mahal right behind the popular Kamla Tower. This is a temple that is truly a sight to behold as it is constructed entirely of enamel and glass.
PLACES FOR FUN AND FROLIC IN KANPUR

Allen Zoo also known as Kanpur Zoo came into existence in 1971. It is one of the most popular places for travelers to visit in the city, and is home to an exotic collection of birds and animals. The Kamla Retreat which is situated in proximity to the Zoo is known to have a swimming pool which contains equipment for the creation of artificial waves. There are also many beautiful parks and gardens in Kanpur where travelers and locals go to unwind and relax.

BHITARGAON TEMPLE

This is a temple that was built during the Gupta Period of Indian History. It is made up of large inlaid bricks. One of the most significant features of the Temple is the Teracotta Panel.

ARCHAEOLOGICAL SITES IN KANPUR

- The Shiva Temple located in Nimbia Khera is a major archaeological destination in Kanpur. It dates back to the ninth and the tenth centuries. The Jagannath temple situated in Behta Buzurg and the Lala Mehta Pillar are among other well known archaeological sites in the city.

- Musanagar is also a renowned archaeological site in Kanpur. It is home to the beautiful Mukta Devi temple which was constructed by the king Raja Bali. Musanagar is quite an ancient place and dates back to hundreds of thousands of years.
IMPORTANT STEPS TAKEN FOR THE PROMOTION OF TOURISM IN KANPUR

One can witness a considerable effort being made on the part of Kanpur Development Authorities of promoting tourism in the city. For instance, the ghats have been beautified by lighting these places up with electricity, benches and bathing cubicles have been established along destinations that are of tourist interest in Kanpur and many of the Ghats in Kanpur contain drinking water provision for travelers, without the risk of any contamination. All of the major ghats in Kanpur have been reverted to the main city area so that it passes through each of these. In order to assure the religious folks who visit Kanpur on a regular basis as a part of pilgrimages, it has been proposed that well known ghats such as the Bhaskar Ghat, the Gola Ghat, the Sarsaya Ghat etc be beautified with both lights as well as drinking water.

ISSUES AND CONCERNS

1. The terrible situation of law and order

2. Long hours of load shedding or power cuts that annoy travelers who visit Kanpur

3. Lack of any authority that can check the encroachment of prohibited areas

4. Absence of public conveniences at major religious and historical sites in Kanpur

5. The lack of a good public transportation system that will connect tourists and others to well-known places of historical as well as religious interest in Kanpur.
STRATEGIES

1. A proper system of law and order is needed in order to prevent the damage as well as encroachment of prohibited areas in the city.

2. A river front should be created along the banks of the Pandu and the Ganges River, comprising of trees, benches, proper pathways to walk on, organizing boating trips and various kinds of water sports, opening restaurants and hotels.

3. A feasibility study needs to be conducted for the development of new places of interest such as amusement parks and botanical gardens.

4. Travel tours ought to be initiated in order for travelers to be able to visit the most important historical and other locations in Kanpur.

5. The haats in Kanpur should be developed like the ones in Delhi, as sites where artisans can display their products in order for these to be appreciated and bought by tourists.

6. Various tourists’ spots in the city should be interlinked. This needs to be done by first determining the main religious and historical sites in Kanpur. Interlinking tourist spots can considerably boost the economy of Kanpur.

7. Air connectivity as well as rail road connectivity to Kanpur needs to witness a major improvement. Unless travelers are able to get to Kanpur in a smooth and hassle free manner, this city will remain inaccessible to interested tourists hailing from other parts of the country.