CHAPTER 3

TOURISM IN UTTAR PRADESH (INDIA): EVOLUTION AND PRESENT SITUATION

3.1 INTRODUCTION TO TOURISM

Since the early times of time human beings have traveled. Food, water, safety or acquisitions of resource were early motives to travel. But the idea of travel for pleasure soon emerged. Travelling has always been dependent upon technology to provide the mode of travel. Earliest travelers walked or rode domesticated animals. Each improvement in technology increased individuals’ opportunities to travel. With improvement in technology and government stabilization increased the interest in travel for education, sightseeing and religious purposes. Tourism can be defined as the temporary movement of people to destination outside their place of work and stay, activities undertaken during their stay in the places and facilities created specially to cater to their needs. According to Macintosh and Goeldner (1986) tourism is the totality of the phenomena and relationships arising out of the interaction of tourists, host governments, business suppliers, and host communities during the process of attracting and hosting the tourists and other visitors."

As an industry, the effect of tourism is multidimensional. Tourism industry nourishes a country’s economy, stimulating development process, restores cultural values and heritage and results in maintaining international peace, harmony and understanding. One of the most important feature of the tourism industry is its ability and capacity to generate large scale employment opportunities even in backward and underdeveloped areas especially to women both educated and uneducated. Another important characteristic is that it contributes to national integration of the people who live in different regions of the country with varied cultures, values and languages. Tourism is a combination of activities, services and industries that results in delivering a travel experience, including transport facilities, accommodation facilities, eating and drinking establishments, retail shops, and entertainment businesses, activity facilities and other hospitality services provided for individuals travelling alone or groups travelling.
According to the claims of WTO that tourism is currently world’s largest industry with annual revenues of over $3 trillion. Tourism provides over six million jobs in the United States, making it one of the largest employers of USA. Tourism is the act of travel for predominantly for recreational or leisure purpose. Tourists are those people who travel and stay at places that are normally outside their usual environment or area time period is confined for leisure, business and other purposes not related to the exercise of an activity earnings from within the place visited.

Benefits of tourism activity include direct revenues generated by fees and taxes incurred and other voluntary payments done from the side of visitors and for the use of resources. Revenues in turn further can be used for the maintaining the natural areas and contribution towards economic development. Sustainable tourism can help in making a positive improvement to conservation of biological diversity. If these local communities receive income directly from the tourist enterprise they, as a result, increase their evaluation of the resources around them which is followed by greater protection and conservation of those resources around them. Also sustainable tourism can act as a major educational opportunity, increasing knowledge of environment and respect for natural ecosystems along with biological resources. Other benefits include the providing incentives for maintaining traditional arts and crafts, traditional knowledge and innovations and practices that contribute to the sustainable use of diversity.

3.1.1 Defining Tourism

Tourism is made up of different sectors or sub sectors such as transportation, accommodation, attraction, amenities, catering, entertaining, eating and drinking establishments, shops, activity by facilities and many others. Because of this multi activity combination, giving one complete definition of tourism is difficult. Some think of tourism as an industry. If an industry is defined as a number of firms that produces similar goods and services, in competition with each other, then tourism cannot be conceived as an industry because tourists offers additional services. Tourism is better to be called as an activity that takes place when people move to some to place for leisure or for other reason and stay for at least 24 hours.
Travel in younger days is a part of education and in elder a part of experience. Tourism allows people to escape from their daily lives. However, the level of satisfaction derived from tourism depends on age, health, energy and background of the individual. A more technical definition was provided by a couple of Swiss Professors- Hunziker & Krapf – in 1942. They believed that ‘tourism is the actually the totality of the relationship and phenomena that arises from the travel and stay of strangers, with the condition that their stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity. By analyzing out the original sense in which tourism would have been used for the first time it is believed and thought that tourism in its first place is considered as a spot or rather as a synthesis of automobiles touring, cycling, alpinism, camping, yachting and excursions. Making the definition a little more precise and crisp, Professor Hunziker and Krapf found that tourism is the “complete sum total of the phenomenon and relationship arising from travel and stay of non residents, and is of duration that they do not lead to permanent residence and is not connected with any earning activity”. This definition also finds favor with the International

3.1.2: United Nations definition

United Nations has classified 3 categories of tourism in 1994 in their recommendations on Tourism Statistics as follows:

1. Domestic tourism, that involves residents of a given country traveling within the boundary of this country only;
2. Inbound tourism, that involves non-residents traveling in the said given country;
3. Outbound tourism, that involves residents traveling in some other country.

UN has also derived three different categories of tourism by combining the 3 basic types of tourism:

1. Internal tourism, that comprises of domestic tourism and inbound tourism;
2. National tourism, that consist of domestic tourism and outbound tourism;
3. International tourism, that comprises of inbound tourism and outbound tourism
Goeldner and Ritchie (2003) states that to define tourism with its full scope, attempt should be made to consider the various groups that participates in and is affected by this industry.

3.1.3: Nature and Classification of Tourism

a) Basic Nature

Tourism is a socio economic phenomenon has developed into one of the largest and fastest growing industries growing on the path of development. The multiplier effects of tourism in employment generation and income redistribution are unique. Also, its extensive backward and forward linkages make it an important instrument of economic growth. Its contribution towards earnings of foreign exchange is exceptionally high.

Spreading tourism activity in developing countries would provide a natural channel for significant resource transfers from advanced countries to backward economies. Interestingly, the stability in the growth path for international tourism has been more as compared to international trade. In India too, tourism has emerged as the main factor in the national effort to augment foreign income, attract overseas investment, promote competitiveness among sectors and taking other important steps with the aim of securing a respectable place for India in the globe in the 21st century. Tourism is a socio economic act with vast economic activity. Tourism should be considered as an industry although strictly in accordance with the classical definition of the terms like recreation, it is not an industry. From the receiving country’s view point, tourism should be considered as an industry contributing to its economic and social development and activates various productive sectors. Economically tourism creates a demand or provides a market, in others a complementary, but frequently highly profitable, demand for accommodation, catering, transport, entertainment and other services designed largely primarily for residential or industrial community. For example, Lundberg (1990) has described it as a business. According to his point of view tourism is the business of the transport, care, meeting the requirements and entertainment of the tourists. Mill and Morrison (1994) have treated it as a system consisting of various interrelated parts and expressed the view that tourism is not an industry. Moreover, tourism is conceived as a medium of human communication.
According to this view, tourism must not always be regarded merely as business. It is a means of communication between individuals and between people’s.

**LEIPER MODEL**

Tourism is basically characterized by two main aspects: It is multi disciplinary nature - with the dimensions of human of tourism attracting the attentions of geographers, historians or behavior scientists. The nature of tourism as a commercial activity attracts those engaged in economics and business activities. It is a young area of study almost 80 years old without the antecedents of a nature subject. International organizations also support tourism because of its contribution to world peace, the benefits of mixing peoples of different cultures, the economic advantage that can ensure growth and the fact that tourism is a relatively clean and corruption free industry. However, myths surrounding tourism industry needs to be broken:

a) Tourism in the world is dominantly domestic and not international.

b) Mostly tourism journeys are by surface and not by air.

c) Tourism not only includes business tourism, pilgrimages and tourism for health purposes.

Three basic elements of the model are:

**Tourists:** The tourist is the main actor in the whole system as tourism is a human experience enjoyed and remembered.

**Geographical elements:** Leiper outlines three geographical elements in the mode: Travelling generating region, Tourist destination region and in between route region. Travelling generating region represents the generating market for tourism and in a way providing the push to stimulate and motivate travel. This is the place where tourist searches for information, makes the booking and makes the departure. Tourist destination region represents the end of tourism. At the destination, full impact of tourism is felt and planning and management strategies are implemented. Pull to visit destinations energizes the whole tourism system and creates demand for travel in generation region. It is therefore, at the destination where the most noticeable and dramatic consequences of the system can take place. The transit route region
represents not only the short period of travel to reach destinations but also the intermediate places which may be visited in route.

**Tourism Industry:** The third element of model allows the locations of the various industrial sectors to be identified. For example, travel agents and tour operators are pre dominantly found in travel generating region, attraction and hospitality found in the destination region, while the transport industry is located in the transit route region. Fact that tourism is also an industry of contrasts is illustrated by examining two major elements of the model.

**3.2 TOURISM INDUSTRY: AN OVERVIEW**

Tourism is a multi component, many parts of which are logically linked to other economic sectors such as airlines, transportation, gift shops, concession or subsidized rates and restaurants to retail or service, hotels and other types of accommodation to commercial development. According to a survey of World Travel and Tourism named Broadening the Mind published in the “Economist” offers the following rationale. The size of the travel and tourism business is difficult to estimate because of three basic reasons. First there is no accepted and proper definition of what constitutes or composes the industry; any definition runs the risk of either overstating or understanding economic activity. Second, tourism is a business; many of the activities (like tour guides and people of souvenir shops sales people) and much of whose income are well suited to people of the underground economy. In countries with foreign exchange control every official figure on expenditure will be wrong. Third, international travel is bedeviled by huge differences in the data of different countries. While efforts are underway to bring uniformity to data collection and analysis worldwide, it will likely to be sometime before a common agreement is reached on the scope and effect of the tourism industry. Two main dedicated organizations to the task of giving travel and tourism it’s due as the world’s largest industry. The Brussels based World Travel and Tourism Council (WTTC) is a coalition of 65 chief executive officers from all sectors of the industry. The “World Tourism Organization” (WTO), on the other hand, is an organization of the United Nations Development Programme-WTO’s membership consists of 113 of the world’s government and boasts over 170 affiliate members from the travel and tourism industry.
3.2.1 Sub Segments of Tourism Industry

The tourism industry is composed of those sectors of the economy providing services like accommodation, food, beverages, recreation and transportation which is supplemented by public and private concerns organizing and providing a broad range of event and attractions. Industry operates on profit motive and its promotional efforts are aimed primarily at increasing tourist travel. However, it also seeks to serve those who contribute to tourism revenues without being defined specifically as tourists. Local residents frequent recreational and cultural facilities that often serve the tourist trade well. Economic health of tourism depends upon the values and patterns of customer, use of a large variety of facilities and services and it counts both local residents and all classes of visitors among its valued customers.

Following is an overview of the major components of tourism and travel industry:

a) Tourist Destinations: Government promotion offices, Regional promotion offices, convention centers and Resort areas.

b) Transportation: Airlines (major, national, regional, charter), Ground Transporter (Rent a car, railroad).

c) Accommodation: Hotels, Motels, Resorts, Cruise Lines

d) Tourist attractions: Attractions, theme parks, museums

e) Travel Brokers: Travel agents, Travel wholesalers, tour and charter operators, Ground operators, Travel incentive companies

f) Travel Related Services: Financial (credit cards, travelers’ cheques, travel insurance), Travel publication guide books.

The modern tourism industry is consisting of numerous separate industry segments.

The tourism industry in India can be categorized under three major sub segments as shown in the figure below:
3.2.2 Basic Constituent of Tourism Industry

The constituents of Tourism Industry are varied ranging from small scale business men operating at local level to multinationals. These are different components/constituents of the industry which are closely linked or interrelated with each other, but there is an element of competition within set of components only. Constituents are divided into two categories:

**Primary or Major Constituents**

a) **Transport:** Mode of transport is required to travel or to suggest to clients in case of a tour operator. Travel depends on the availability of seats etc. Travel industry is quite developed industry with its different branches in the areas of road, rail, air and water.

b) **Accommodations:** A tourist not only travels but also stays and here comes in accommodation which could be of different types from cottages to houseboats to five star hotels.

c) **Catering, Food and Entertainment:** Restaurants, fast food joints and dhabas all play a role in this regard with different cuisine to offer.

d) **Intermediaries:** The intermediaries constitute the travel agency, tour operators and guide services. The constituent which co relates all the components of tourism is the travel agent/ tour operator who has accumulated knowledge, expertise and contacts with service providers. Some of the travel
agents are also tour operators who manufacture tourism products. They plan, organize and sell tours. They make all the necessary arrangements e.g. transport, allied service, sightseeing, insurance, entertainment and sell this package. These tours are escorted and include transportation, meals, sightseeing, accommodation and guide services. The group leader is responsible for maintaining the schedule of the tour and for looking after all the arrangements.

Secondary Constituents

There are a variety of services that constitute the tourism mix or are directly and indirectly related to tourism. For example, bank doesn’t come under the Tourism Industry but they cater to tourists through traveler’s cheques or credit cards. Similarly, insurance companies offer short term safety or accident policies tourists covering minor hazards. Here we list such constituents:

**Shops and Emporiums:** These sell various products to tourists. Many state governments have opened the emporiums in other states also

**Handicrafts and Souvenirs:** Certain handicrafts and souvenir shops today are totally dependent on tourists for their sales.

**Local taxi/ transportation**

a) Hawkers and Coolies  
b) Communication services at destinations  
c) Touts and Brokers  
d) Advertisement agencies  
e) Publishing industry  
f) Artists/ performers who perform for the entertainment of tourists.

**3.3 TOURISM PRODUCTS AND SERVICES**

A tourism product is an amalgamation of all goods, activities and services offered to tourists by different sectors of tourism industry in for satisfying the needs of tourists while they are away from home. It includes journey to and from destination, transfer
from and to airport, accommodation, transportation facility while at the destination and everything that a tourist does, sees and uses on the way to and from the destinations, including purchases of food, drinks, souvenirs, entertainment, amusement and a various other varieties of services. A tourism product is often referred to as a tourism destination. However a destination is a geographical area or a unit. Major components of tourism destination are:

1) Accessibility, which is a function of distance, from tourist markets, and external transport and communications, which enable a product to be reached;
2) Amenities (e.g. catering, entertainment, internal transport and communication facility, which enable the tourist to move around during his or her stay);
3) Accommodations
4) Attractions which may be site attractions or event attractions
5) Activities (outdoor and indoor recreation activities)

The tourism product is a collection of tangible products, intangible services and psychological experiences. It includes everything that tourists feel from the time they leave home until their return. Therefore, tourist perceptions form part of the tourism product and represent its psychological features. These view points of tourist are very subjective. Different individual seek different experiences from the same set of services and products which in turn is created by demographic, socioeconomic, geographic, cultural and psychological makeup of travelers. Also since individuals have diverse needs and try to obtain different benefits from the same product, the level of tourist satisfaction with the same product also differ. Moreover the tourism product also has a human component. During the trip tourists comes into direct and indirect contact with many people that effects and determine the overall perceptions of tourism product quality and tourist satisfaction. The best quality tourists’ attractions, accommodation, transportation, amenities and activities will not attract tourists if they feel unwelcomed by the host population. As a result a sixth element—people should be added to five major components of access, amenities, accommodation, attractions and activities. The tangible and intangible items are offered by distinct sectors of the tourism industry as individual sub products, which create the total product.
Figure 3.2: Tourism Product

Source: Koutoulas, D.,(2004), Understanding the tourist product, Paper presented at Interim symposium of the Research Committee on International Tourism (RC 50) of the International Sociological Association (ISA) on the topic: Understanding Tourism - Theoretical Advances at Mytilini, Greece
Figure 3.3: Support Services

Source: *ibid*

The concept of the tourism product as a composite of various sub products signifies the importance of the linkages and mutual dependence of all sectors. Unsatisfactory performance of one sector can reflect badly on the performance of total product and on overall tourist experience and satisfaction with total product. Nature of the tourism products highlights the complexity and diversity of tourism industry which depends on the interrelationship of all the sectors. Nature of the product implies the importance of cooperation between all the sectors in order to achieve an integrated tourism product and accomplish a major goal of tourist satisfaction.

3.3.1 Features of Tourism Product/Service

a) **Product:** In tourism sector, tourism service itself is the product. One part is visible to customer while another part is invisible to the customer and consists of backstage activities which support the service offerings to tourists. They determine the visible performance of providers. The tourism service offerings can be viewed at several levels:
1) Core service which is the main reason for purchase.
2) The expected service which consists of the basic services and tangible support services.
3) The augmented product, which consists of the basic service, tangible support services and added value in terms of reliability and responsiveness, service quality, price options and supply of free travel brochures.
4) The potential product, which consists of future service offerings such as all potential added features and benefits that, might be of use.

b) **Intangibility**: Tourism services are basically intangible in nature. This means that tourism services do not have a physical or tangible dimension. For example a traveler cannot experience the tangible result of the holiday purchase in advance but it can be perceived in mind.

c) **Inseparability of Production and Consumption**: Production of tourism services and consumption of tourism services are inseparable in nature. It is not possible to produce tourism services in one place, transported for sale in another and sold and consumed at another place. Tourism services are first sold by the service provider and then produced and consumed simultaneously. The consumer must come to the place where tourism services are manufactured before they can be consumed. This inseparability implies that mass production of tourism services would be extremely difficult as it would require producers and consumers together at the same time.

d) **Heterogeneity**: Tourism services are heterogeneous and vary in standard and quality over time because they are delivered by people and are a function of human performances. Each service experience is different because it varies from producer to producer and from customer to customer. Although tourism services are heterogeneous, they can be standardized.

e) **Consistency**: Since employee performance fluctuates day to day, it is difficult to achieve standardization of tourism services. Consistency in performance of service and uniformity in service quality depend on the customers’ and providers’ skill and willingness to do a good job. Another factor is the consumers’ ability and willingness to accurately communicate their needs and to participate in the service process. Heterogeneous tourism services and lack of consistency imply the need for quality personnel and training and consumer management behavior.
f) **Perishability:** Tourism services are perishable and cannot be kept in stock or stored. For example, it is not possible to save the vacant or empty seat on a flight departing today and move it to tomorrow if the flight is overbooked. Value of their service exists only at that point when they are used.

g) **Ownership:** The purchase and consumption of tourism services does not result in the transfer of ownership of these services. For example, the purchase and consumption of hotel or airline service does not result in ownership of hotels or airlines.

### 3.3.2 Types of Tourism Products in India

All types of tourism products in India have registered a huge growth in the last decade since when the Ministry of tourism, Government of India decided to increase revenues from the tourism sector by presenting India as the ultimate tourist destination. India has been doing well as it is known for its hospitality, uniqueness in services and charm factors that have been attracting foreign travelers to India. In order to boost tourism of various kinds in India government has launched Incredible India.

#### a) Wildlife Tourism

India has a rich forest cover which has some beautiful exotic species of wildlife some of which are endangered and rare. This has boosted wildlife tourism.

#### b) Pilgrimage Tourism

India is famous for its religious structure including temples and that is the reason that among the different kinds of tourism in India, pilgrimage tourism is increasing most rapidly. Places to visit for pilgrimage are Vaishno Devi, Golden Temple, Char Dham and Mathura- Vrindavan.

#### c) Cultural tourism

India is known for its rich cultural heritage values and an element of diversity that is why tourists come to India to experience it themselves. Various fairs and festivals that tourist can visit are Pushkar Fair, Taj Mahotsava, Suraj Kund Mela etc.
d) Heritage tourism

Heritage Tourism in India has registered an immense growth in the last few years, ever since additional initiatives were taken by government to boost image of India as a perfect destination for heritage tourism. India’s past and cultural diversity make a potent blend that has always managed to attract millions of tourists each year to its heritage tourist attractions. Government of India and Ministry of tourism encourage heritage tourism in India by offering numerous benefits to the Indian states that are specifically famous for attracting tourists.

e) Rural Tourism

The ministry of tourism has initiated the scheme of rural tourism in 2002-03 with the aim to present art, rural life, culture and heritage to the tourists at various rural locations and villages. Ministry of tourism aims at helping the local community economically and socially, together with facilitating interaction between local population and tourists through this scheme. This section has been accolades in the international circuits as well.

f) Business Tourism

There are three basic constituent elements of business tourism- incentive travel, conference tourism and business travel. The per capita spending power of the business tourists is slightly higher than that of leisure tourist. Of the three categories of international business tourism, incentive travel is the least important. Conference tourism represents big business at both national and international level. International business travel has increase widely in recent few years as a result of the globalization.

3.3.3 New Tourism Products in India

The ministry of tourism has taken initiative of identifying, diversifying, developing and promoting niche products of the tourism industry which is done to overcome the aspect of seasonality and to promote India as a tourist destination throughout the year, attract tourists with specific interest, and to ensure that visits are repeated for the unique products in which India has a comparative advantage. Identifying niche products is a continuous process. Thus, new products may be added in due course of
time. The Ministry of Tourism has formed a committee for promoting a new kind of sport tourism known as Golf Tourism and Wellness Tourism.

a) Cruise Tourism: It is one of the most popular and fastest growing category of the leisure industry worldwide. India with its beautiful coastline, unexplored forests and undistributed idyllic islands, unique historical and cultural heritage can be fabulous tourist destination for cruise tourism. It can further be divided into the following categories:

Ocean Cruise: The Cruise Shipping Policy by the Ministry of Shipping was approved by Government of India on June 28, 2008 with an objective to make India as an attractive and important cruise tourism destination with beautiful sorroundings, ambience and other facilities at various parts in the country to attract the right segment of foreign tourists. For promoting cruise tourism an inter ministerial steering committee was formed in June 2010 to act as a nodal body to address all issues regarding Cruise Tourism. The ministry also provides Central Financial Assistance for developing and growing cruise tourism.

River Cruise: The Ministry provides Central Financial Assistance to State Governments/ Union Territories for development of tourist infrastructure and promotion of tourism including River Cruise. Financial assistance was extended for construction of double hull boats, jetties, cruise vessels, boats etc.

a) Adventure Tourism

It involves exploration or travel to remote areas secluded and unexplored by human beings, exotic areas. Adventure tourism is rapidly gaining popularity as a tourist seeks different kinds of vacations.

b) Medical Tourism

Medical Tourism is a term used to describe rapidly growing practice of travelling by tourists across international borders to obtain health care services. Services sought by travelers include every kind of specialized surgery and every type of healthcare including psychiatry, convalescent care etc.
c) Wellness Tourism

It is about travelling for the main purpose of achieving, promoting in maintaining maximum health and a sense of well being. Indian systems of medicines are among the most ancient systems of medical treatments of the world and can provide medical and health care of international standard at low cost.

d) Golf Tourism

This product is gaining interest. One of the latest trends in golf tourism is that there has been a recent surge in the interest level amongst youth the world over. India has a number of golf courses of international standard. Further, golf events organised in India also attract domestic and international tourists.

e) Meetings Incentives Conferences and Exhibitions (MICE)

Conventions and conferences are been acknowledged as a significant segment contributing towards the growth of the tourism industry. For promoting India as an effective convection destination, travel industry has set up the India Convention Promotion Bureau in 1998.

f) Film Tourism

The Ministry of Tourism has issued guidelines (dated 25th July, 2012) for extending financial assistance to State Governments/Union Territory Administrations, for promotion of a new type of tourism product known as “Film Tourism’. In an effort to develop India as a filming destination, the Ministry of Tourism and the Ministry of Information & Broadcasting (I&B) have entered into a Memorandum of Understanding (MoU) on 16th February, 2012 to promote Cinema of India as a sub brand of “Incredible India” at various International Film Festivals like IFFI Goa, Cannes Film Festival, European Film Market and markets abroad, to develop synergy between Tourism Industry and the film industry and providing a platform for enabling partnerships between the Indian and global film industry.

g) Eco Tourism

The growing tourist demand is resulting in an increase in pressure on our natural and other resources. Unless, attention is paid now for developing tourism in ecologically
sustainable manner and maintaining environmental integrity, it may cause irreparable damage. Eco-tourism (also known as ecological tourism) can also be termed as a responsible travel to areas that are less explored and usually protected areas that strives to be low impact and (often) small scale. It main aim is to educate the traveller, to inform them, to provide funds for conservation of ecology, causing direct benefit to the economic development and political empowerment of local communities and areas, and foster respect for different cultures and for human rights. Ecotourism is held important by those who participate in it so that future generations may experience different aspects of the environment relatively untouched by human intervention.

**h) Sustainable Tourism**

The Ministry has constituted a Steering Committee with representatives from all the different sectors of the tourism and hospitality industry of India. The Steering Committee deliberated at length to form the Sustainable Tourism Criteria. The Committee finalized the Sustainable Tourism Criteria and Indicators for the Accommodation Sector and the Tour Operator Sector, as these two aspects form the most important stakeholders in the Tourism Industry. Once accepted, it would be important for all organizations in travel trade and hospitality industry of India to adopt the Sustainable Tourism Criteria.

**3.4 TOURISM & HOSPITALITY INDUSTRY IN INDIA**

Tourism and hospitality as a key sector of Indian economy plays an important role in the growth of brand India and accounts for approximately 12.4% of total employment. Globally it ranks fifth in export category after fuels, food, chemicals and automotive products. Tourism and hospitality sector in India is highly optimistic for a positive growth with a large number of hotel chains having lied up their expansion ideas. This sector hopes that the initiatives and expansion plans of the new government would lead to good business. Policies have been instrumental by in providing necessary boost and start to the Indian tourism and hospitality industry and attracting more and more foreign tourists every year.
3.5 FUTURE PROSPECTS OF TOURISM

3.5.1 Market Size

India could be a fast growing market especially for hotel industry as there's a positive growth with relevancy occupancy in hotels. Indian hoteliers are positive as tourist inflow is anticipated to extend in future. According to 2014 statistics shown by the Ministry of External Affairs, Government of India, the Indian hospitality sector has been rapidly growing at an annual rate of growth of 14% each year, adding significant amounts of interchange earnings to the economy. Number of Foreign Tourists Arrivals has grown steadily in the last three years reaching around 6.58 million in January 2014. Foreign exchange earnings from Tourism in terms of US dollar grew by 5.2% in 2014 as compared to 4.9% over 2013.

FTAs during the month of November 2014 were 7.50 lakh tourists as compared to FTAs of 734000 during the month of November 2013 and 701000 in November 2012. There has been a growth of 2.2% in FTAs in November 2014 over 2013. FTAs during the period January- November 2014 were 6.58 million with a growth of 7.1% as compared to FTAs of 6.14 million with a growth of 5.5% during January-November 2013 over the corresponding period of 2012.

Foreign Exchange Earnings during the month of November 2014 were Rs. 11,201 crore and it was Rs 10,663 crore in November 2013 and Rs. 9273 crore in November 2012. The growth rate in Foreign Exchange Earnings in rupee in November 2014 over November 2013 was 5%. FEEs from tourism in rupee terms during January-November 2014 were Rs. 107208 crore with a growth of 12.1% as compared to that of 2013.

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3.5.2Investments

The tourism and hospitality sector is among the top 10 sectors in India in terms of attracting the highest foreign direct investment. In the period April 2000- November 2014, this sector attracted around US $ 7661.6 million of FDI, according to the Deaprtment of Industrial Policy and Promotion.

With the rise in the number of global tourists’ numbers and realising India’s potential; many companies have invested huge amount in the tourism and hospitality sector. Some of the recent investments done by the government in this sector are as follows:

- Seeking to grab the opportunity, global hospitality major Carlson Rezidor Hotel group announced that it would have over fifty operational Park Inn by Radisson properties in India by 2024.
- Starwood Hotels & Resorts announced plans to have up to 65 operational properties by the end of 2015 in India. It is also looking to have a total of 100 hotels in its Indian portfolio.
• Luxury hotels chain Kempinski has also announced its expansion plans to operate three new hotels in India by 2020 in Kolkata, Mumbai and Kerala.
• Lemon Tree Hotel Company announced its expansion plans to invest around Rs 4500 crore for adding 5200 rooms across India in the next four years.

3.5 FUTURE PROSPECTS OF TOURISM

Tourism industry has developed itself to a level where it has become a major industry, a major sector, a major industry, a major force for social change and a major power. The world is in a phase of transition, transformation, traditional tourists generating countries are moving from an industrial stage. With this change there is an effect on lifestyles and values where there is a new desire to accumulate experience rather than accumulating material possession.

Following variables will shape tourism in future:

a) Demographic and Social Trends

Demographic trends such as ageing populations in the major tourism generating countries and the declining number of young people are particularly important to shape the future of tourism industry. Demographic trends are mixed up with social trends which lead to late marriage, couples having children at a later stage and increased number of single child or childless couple households. In the third world, growing labour force will lead to immigration to the developed world and the growth of knowledge and interest in other countries will see a diversity of lifestyles worldwide. With increased level of education, these trends will give people more time, resources and inclination to travel and explore the world.

b) Political Developments

In the late 1980s world witnessed a change of the political map of the world, and this led to a number of implications for tourism industry. The fall of communism has led to expansion of tourism market because huge numbers thronged to see the outside world. The emerging market economy in Eastern Europe and the opening of the borders will pave way for East European countries to participate more in travel movements, particularly to western countries to participate more fully in travel movements. As travel restrictions are eased, it will benefit tourism in India.
c) Transportation Development

Tourism is highly dependent upon technological improvement in transport and the consequent improvements in efficiency and safety of travel. Although it is accepted that complete deregulation and privatisation of the international airline industry is not practical, the trend towards deregulation continued. In USA deregulation has led to domination by a few of the larger airlines, a trend which is emerging in other related sectors of the tourism industry. Forecasts of international transport over the next 10 years predicted that technological developments, increase in efficiency of airline and savings in labour productivity will offset any rises in aviation fuel prices and as a result fares will continue to fall. Despite the focus on air transport, most tourism journeys are by car. Continued development of highway networks, development of car technology and improved fuel efficiency will all make motoring cheaper and attractive.

3.6 SOCIO CULTURAL IMPACT

As an industry the impact of tourism is manifold and affects every sector and area. Tourism nourishes and promotes a country’s economy, stimulates the development process and restoring the cultural heritage and value. This industry has a major advantage over other types of industries that of having a unique product which might differ from state to state. Tourism works on the system in following ways:

1. Tourism helps in earning foreign exchange

During 1960s a lot of emphasis was placed on tourism as a source of foreign exchange earner. Tourism is one industry that earns foreign exchange for any country without exhausting its natural resources and without actually exporting any material goods. The income from tourism is on an increasing trend at a speed and rate which is higher than merchandise export in a number of countries. There is now almost a continuous flow of income from richer countries to the not so richer and developing ones, raising the latter’s export earnings and rate of economic growth.

2. Tourism helps in the development of Infrastructural Facilities

Development of infrastructural facilities and improvement of infrastructure facilities is another important benefit offered by the tourism industry. Infrastructural facilities
like airport, water supply, roads and other public utility facility may be widely shared by other sectors of the economy. Development of new infrastructure and improvement in existing infrastructure may provide benefits upon resident population which they may have not enjoyed otherwise. A variety of secondary or additionally related industries may also be promoted which may not serve the needs of tourism. Indirect expenditure may be responsible for stimulating other economic activities of a country.

3. **Tourism helps in balanced regional development**

A tourism development activity has a great impact towards the underdeveloped regions of a country. The economically backward regions mostly have places of high scenic beauty, which if developed for tourism purpose will help to being a lot of prosperity to the local people. Money spent by tourists helps to improve the health of every business in that region. Many backward areas got developed due to tourism development and these places got international recognitions. For example Khajuraho a few years back was considered a remote and unknown small villages but today it is an internationally recognized and famous tourist place of interest generating employment to local people.

4. **Tourism helps in Generating Employment**

Tourism industry is a highly labour intensive service industry generating employment for highly skilled, semi skilled or unskilled labour in sectors like hotels, travel agencies, restaurants, tourism offices, gift shops etc. Infact an additional room in a hotel can help atleast 8 to 9 people in getting jobs. Not only that, tourism creates employment outside the industry as well.

5. **Tourism helps in preserving cultural heritage**

Tourism has always stood as a unique way for promotion of cultural values. In the past travel was based on cultural interests and visitors’ travelled to areas that attracted them culturally. Even today large number of people travel to foreign countries to know about their culture and traditions. Tourism indirectly preserves environment by discouraging large scale industrialization in places where natural beauty has to be kept
intact. It this, helps a country to restore its ancient monuments and archaeological treasures.

6. **Tourism helps in maintaining international peace and understanding**

Tourism plays an important role in maintaining international peace and understanding by creating awareness and appreciation of other countries culture and tradition and makes possible cultural exchange and enrichment of visitors. Tourism can be a vehicle for international understanding by way of bringing diverse people of different background from different cultures and traditions. Tourism can help in enriching and promoting friendship between different countries and thus play a vital role in social, cultural and regional development and in promoting friendship among all nations of the world.

**3.7 HISTORY OF TOURISM AND TOURISM POLICY DEVELOPMENT (REFLECTION IN INDIAN TOURISM POLICY)**

In the early days of independent India, quite rationally, government didn’t pay much attention to tourism. Number of international tourists was still limited and among those visitors there were only few who considered visiting faraway places like India. First milestone was achieved with the development of Indian Tourism Development Corporation. This federal organization was meant to develop tourist infrastructure and tourism services. On a state level similar organizations were established for same purpose after considerable delay. The budgets set were small and the scales of operations were limited. Moreover the services offered were considered to be substandard and indifferent. Luxury hotels were set up in metropolitan cities, international entry and exit points. These hotels were used to accommodate foreign visitors as well as the local elite, who visited such hotels throughout the year. The gradual, spontaneous, on the spot proliferation of different kinds of tourists’ services along backpacker trail has opened up area for tourists and paved way for other forms of tourism development. Local populations involved in opening up their towns and villages showed adaptation and flexibility in identifying ways to cater the needs and tastes of visitors. In collaboration with these visitors, they created enclaves which were more exotic than India and yet produced exactly the right mixture of goods and services from home. However they got no support from Indian government and
tourism development was largely an unplanned exercise. This held true for different states to different degrees. In places like Kerala, Jammu and Kashmir, Goa and Himachal Pradesh, tourism was much more consistently incorporated into state plans. At the same time, these states have already attracted a relatively huge share of India’s international tourists as most of the tourists visited these places only and were to become India’s main state for tourism activity and models for tourism development. Tourism activities in these states were largely left to private sector and to unrestricted market.

After five years of independence, Government of India tourists’ offices were set up at New York and London for promoting tourist traffic to the country. Moreover first hotel management institute was set up at Bombay in 1954 to make available trained manpower for tourism. Second plan refers to tourism but only in relation to few schemes namely:

a) Schemes for the development of different facilities at a limited number of places, visited largely by foreign tourists and;

b) Schemes specifically primarily to provide facilities for home tourists of lower and middle income groups places of regional and local importance.

The Third Plan Programmes concentrated largely on the provision of facilities for accommodation and transport. The plan document had also made important distribution between Central and State schemes. Schemes in Central sector aimed at providing for facilities which are important from point of view of foreign tourism, those in State plans are intended mainly for home tourism. Fourth plan looked specifically at Foreign Exchange earnings as the prime objective of tourism development while employment generation is also considered as an additional benefit. During fifth plan, tourism is confined to few programmes and financial allocations.

**Sixth Plan**

Sixth Plan marks the beginning of a new thinking on tourism in India. The emphasis also shifts from schemes to strategies and from foreign exchange earnings to wider issues of economic development. The plan document refers to:
1. Social and economic benefits like promotion of national and international integration and international peace and understanding.

2. Employment generation

3. Removal of regional imbalances

4. Opening up of new growth centres in the interiors of country.

5. Augmentation of foreign exchange earnings.

6. Sources of tax revenues for government at central and state level.

Seventh Plan

Seventh plan includes a refreshingly, clear enunciation of the role of tourism and a review of the development of tourism in India. It also sets the objectives for tourism sector as follows:

1. Faster development of tourism.

2. According the status of Industry to tourism.

3. Redefining the role of public and private sectors to ensure that private sector investment is encouraged in developing the tourism activity and the public sector investment is focused mainly on development of support infrastructure;

4. Exploiting tourism activities to support local handicrafts and other creative arts and for promoting national integration.

During the seventh plan, some thrust areas were identified for actions which are as follows:

1. Developing tourist circuits.

2. Diversification of tourism products and expanding the base from cultural tourism to other forms of holiday tourism.

3. Development of non traditional areas such as trekking, winter sports, wildlife tourism, beach resort etc.

4. Restoration and balanced development of national heritage products.

5. Exploration of new tourism markets.

6. Launching of a plan for building image of country and Marketing plan in key markets jointly with private sector.
**Eighth Plan**

The Eighth Plan document makes a few significant and valid observations about the future strategies. Issues identified are:

1. Future growth of tourism should be attained through private intervention.
2. The state should confine its role to planning broad strategies of development, providing fiscal and monetary incentives to create a dynamic private sector and devising regulatory and supervisory mechanism.
3. Strategy for development must be based on cost efficiency, higher productivity, efficiency and quality in provision of infrastructure.
4. In view of the fact that capital is scarce, a selective approach should be identified and adopted for tourism. The Eight plan introduced the concept of Special Tourism Areas- areas which will be provided complete infrastructural facilities.
5. Tourism marketing and publicity should be properly focused, strengthened and should be dynamic in terms of spread innovation, imagination, new techniques and coordination.
6. Tourism development programmes initiated for backward areas should be integrated with area development programmes.
7. To achieve a balanced infrastructural development, all states should formulate master plans.

**Ninth Plan**

The ninth plan policy framework on tourism, however, introduces a few elements of policy. Firstly, it emphasizes the importance of looking at infrastructure development for domestic tourism and therefore, the role played by the respective states. It also elaborates the need for effective coordination of all the relevant agencies involved in the development of proper infrastructure and in the development of tourism product. Ninth plan also highlighted the importance of people’s participation at the grass root level for the development of tourist facilities and for creating a tourist friendly environment. Plan for tourism also makes a special reference to regional development and in particular, to the special measures to be undertaken for development of North East Region of India.
3.7.1 The First Tourism Policy (1982)

The first important policy initiative was taken in the early 1980s. As India was to host the first Asian Games of 1982, Indian Government had to make arrangement for accommodating a large number of people, transporting and entertaining the visitors attracted by the event. This has resulted in an increase in the interest for tourism, which was enhanced by the fact that tourism was India’s largest net earner of foreign currency. The interest of the public was translated into the Tourism Policy of 1982 that provided action plan for the development of so called tourism circuits.

The objective of this policy is to develop tourism in a way that:

- It becomes an unifying force nationally and internationally fostering better understanding;
- Help preserving Indian heritage and culture and showcasing the same to world.
- Results in increasing socio economic benefits like increase in employment, income generation, revenue generation, foreign exchange etc.
- Gives direction and opportunity for the youth of the country to understand aspirations and view points helping in national integration.
- Offering employment opportunity to youth not only for employment but also for taking up activities for nation building and character building like sports, adventure etc.

3.7.2 National Tourism Action Plan 1992

This plan contains following aspects:

1. Assessing ground realities.
2. Based on such assessment, making effective plans that will imply: setting down the objectives, taking stock of the organizational capabilities to achieve these objectives and assessing the resources available to implement the objectives.

Ground realities to be kept in view are:
a) Inadequate and poor quality of infrastructure  
b) Carrying capacity of different modes of transportation  
c) Clean and comfortable lodging facilities at reasonable prices  
d) Trained guides and tourist amenities of International standard  
e) Sufficient entry points  
f) Positive image building abroad  
g) Publicity and need to preserve the heritage and natural attractions for prosperity.  

Future action progrmmes need to revolve around creating adequate infrastructure of good international standard in order to make arrivals easy and a pleasurable experience. Areas where action can be taken are:  

a) Eco friendly sustainable development  
b) Importance of generating awareness and seeing people’s participation  
c) Improving service quality  
d) Image building  
e) Making travel a pleasurable experience  
f) Ensuring basic facilities  
g) Beautification and preservation of heritage  
h) Beautification of heritage places  
i) Setting clear visual and signs  
j) Effective and proper information dissemination  
k) Improving access to transport facilities  
l) Improving infrastructure facilities  

3.7.3 The New Tourism Policy (2002)  

In 2002, when the proposed plan was finally translated into tourism policy, tourism became a joint concern for central and state government. New policy itself was designed by central government. It holds the kind of goals and expectations exemplary for first policy. Policy documents attempts to establish tourism’s
contribution to national development and its role as an engine of growth. It is suggested that tourism not only generate government revenues and foreign currency but also provides for best possible utilization of India’s scarce resources, sustainable development and high quality employment and finally peace, understanding, unity and stability. In more practical terms, policy aims at increasing the number of tourists both domestic and international. In order to attain this, government has proposed to diversify the Indian tourism product and substantially improve the quality of infrastructure, marketing, visa, arrangement and air travel.

The policy does not include a proper strategy, linking the sources and ends, assigning different responsibilities and roles across government and different private agencies and setting realistic and correct targets according to goals set on priority basis. Rather, it looks as an expression to improve on everything. But there was nothing like a systematic approach that can associate government policy and plan. There is a problem with division of power. While central government is not powerless and does in fact determine policy and control, cost of the funds, for the proper implementation of its policy it is mainly dependent on state government. Difference between domestic and international tourism is another confusing point. The new policy starts from the largely stated assumption that domestic and international tourism concern different market segments, with distinct products catering to distinct set of demand. It nowhere makes clear; however, what these differences actually are what is the reason behind such differences. In summary there is a policy document that conceives tourism as a boon as well as a threat

3.7.4 Tourism Policy of Government of India including Uttar Pradesh

Government allowed 100 % FDI under the automatic route in tourism and hospitality industry. As a facilitative measure to make India an attractive tourism destination, following steps are taken:

- Government has launched Visa on Arrival starting from January 2010 for citizens of five different countries including Finland, Japan, Luxembourg, and Singapore that has now been extended to six different countries including Cambodia, Indonesia, Vietnam, Philipinnes, Laos and Myanmar from January 2011.
• The Ministry of Tourism has launched a new scheme for development of nationally and internationally claimed destinations and circuits through Mega Projects. Till 2011, 38 mega projects have been identified out of which 26 projects have already been sanctioned.

• To overcome the problems of various multiple interstate road transport barriers, ministry has been advocating implementation of seamless travel for commercial tourist vehicles.

• The tourism ministry floated a tender for Rs 200 crore Incredible India campaign and inviting bids from advertising agencies generating a revenue of atleast Rs 100 crore. Ministry has been running this campaign every year; it now wants to focus on new markets like Russia and CIS countries, Middle East and South America etc.

• Development of Buddhist circuit mentioned in the budget would definitely benefit the eastern Uttar Pradesh in terms of tourism. Proposal to develop ghats in Varanasi, Allahabad and Kanpur have been formulated.

3.7.4.1: Promoting Eco Tourism in Uttar Pradesh

On the instructions of government, eco tourism is to be promoted. For this, clear instructions have been given to chalk out plan for development of National Chambal Sanctuary, Sarsai Nawar, Katarniaghat wildlife sanctuary, etc for tourism promotion and employment generation. It is also directed to upgrade Lakh Bahoshi Bird Sanctuary and Nawabganj Bird Sanctuary to provide upgraded facilities to tourists. Department has been asked to speed up their work on Lion Safari in Etawah, in Dudhwa National Park by upgrading rest houses and roads in the interiors.

3.7.4.2: Promoting Heritage Tourism

For promoting heritage tourism government has taken various steps like creating awareness and knowledge about the numerous heritage sites. It is suggested that Bateshwar in Agra district could be the place for beginning the task of promotion of heritage tourism as it has many temples and places of religious interest. A pro active approach is needed by addressing the problems related to conversion of buildings, palaces into heritage property. It will provide immense job opportunities with potential for economic growth.
3.8 UTTAR PRADESH: A TOURIST DESTINATION

Uttar Pradesh is a state which is located in northern India. It was created on April 1st, 1937 as the United Province renamed as Uttar Pradesh in 1950. Lucknow is the capital of Uttar Pradesh and Kanpur is the commercial capital. On November 9th 2000, a new state Uttarakhand was carved from the mountainous region of Uttar Pradesh. It covers 93,933 square miles, equal to 6.88% of the complete area of India and is fifth largest Indian state. As there are over 200 million people as of 2011, it is a populated state in the country. Hindi is the official spoken language in its 75 districts. UP stands fourth in terms of largest state by economy with a GDP of Rs. 708000 crore. Agriculture and service industries are the largest contributor of state’s economy.

Situated in northern part of India, bordering with the capital of India New Delhi, Uttar Pradesh is one of the most popular tourist destination in India. Uttar Pradesh is filled with its wealth of historical monuments and religious fervor. Geographically, Uttar Pradesh is very diverse with Himalayan foothills in extreme North and Gangetic plain in centre.

3.8.1: Climate of Uttar Pradesh

Uttar Pradesh has a humid subtropical climate and experience four different seasons in total. Gangetic plain varies from semi arid to sub-humid season. Mean annual rainfall ranges between 650 mm in the southwest corner of the state to 1000 mm in the eastern and southeastern parts. Primarily a phenomenon of summer, Bay of Bengal branch of the Indian Monsoon is the major bearer of rain most part of the state. It is the South West Monsoon which brings most of the rain here, although rain due to the western disturbances and North-East Monsoon also contributes small quantities towards overall precipitation.

3.8.2: Demographics

Uttar Pradesh is one of the most highly populated states in India for a long time now. The State has a population of about 190 million according to Uttar Pradesh Census 2011. Growth rate of the population of Uttar Pradesh is about 20% which is among
the highest growth rates. As per Census 2011, Uttar Pradesh has a population of 19.98 Crores.

Table 3.1: Comparison of different attributes of Uttar Pradesh in 2001 and 2011

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2001</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approximate Population</td>
<td>19.98 crore</td>
<td>16.62 crore</td>
</tr>
<tr>
<td>Actual Population</td>
<td>199812341</td>
<td>166197921</td>
</tr>
<tr>
<td>Male</td>
<td>104480510</td>
<td>87565369</td>
</tr>
<tr>
<td>Female</td>
<td>95331831</td>
<td>78632552</td>
</tr>
<tr>
<td>Population Growth</td>
<td>20.23%</td>
<td>25.8%</td>
</tr>
<tr>
<td>Percentage of total population</td>
<td>16.5%</td>
<td>16.16%</td>
</tr>
<tr>
<td>Sex Ratio</td>
<td>912</td>
<td>898</td>
</tr>
<tr>
<td>Child Sex Ratio</td>
<td>902</td>
<td>942</td>
</tr>
<tr>
<td>Density/Km²</td>
<td>829</td>
<td>690</td>
</tr>
<tr>
<td>Area Km²</td>
<td>240928</td>
<td>240928</td>
</tr>
<tr>
<td>Literacy</td>
<td>67.68%</td>
<td>56.27%</td>
</tr>
<tr>
<td>Male Literacy</td>
<td>77.28%</td>
<td>67.30%</td>
</tr>
<tr>
<td>Female Literacy</td>
<td>51.36%</td>
<td>43%</td>
</tr>
</tbody>
</table>

Source: IBEF 2013

3.8.3: Cultural Diversity in Uttar Pradesh

Multi ethnic, varied religious culture and multi cultural, Uttar Pradesh has many cultures and race within its borders thus creating a unique heritage which is found nowhere else in the country. People come different religious backgrounds and from distant part of the country. All have the freedom to practice their own faith and pass it on to successive generations. While diversity is its strength, it is equally divisive.

3.8.4 Wildlife Sanctuary and National Parks in Uttar Pradesh

UP ranges from Himalayas to the Gangetic Plain. It is densely populated but it has an important and vast range of wilderness areas. The Himalayan region has many peaks as high as 26000 feet. The Central part is a vast alluvial and extremely fertile area formed by the Ganga and its major tributaries.
Map 3.1: Uttar Pradesh Wildlife Sanctuaries

Table 3.2: List of Sanctuary Parks in Uttar Pradesh

<table>
<thead>
<tr>
<th>Sanctuary Park</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suhelwa Wildlife Sanctuary</td>
<td>Tapovan Lodge District Balrampur</td>
</tr>
<tr>
<td>Kishanpur Sanctuary</td>
<td>Nepalese Terai District Lakhimpur Kheri</td>
</tr>
<tr>
<td>Katarniaghat Sanctuary</td>
<td>Nepalese Terai District Bahraich</td>
</tr>
<tr>
<td>Nawabganj Bird Sanctuary</td>
<td>District Unnao</td>
</tr>
<tr>
<td>Hastinapur Sanctuary</td>
<td>District Meerut, Muzaffarnagar, Ghaziabad, Bijnor, Jyoti-ba Phule Nagar</td>
</tr>
<tr>
<td>National Chambal Sanctuary</td>
<td>District Agra, Etawah</td>
</tr>
<tr>
<td>Mahavir Swami Sanctuary</td>
<td>District Lalitpur</td>
</tr>
<tr>
<td>Ranipur Sanctuary</td>
<td>District Banda, Chitrakoot</td>
</tr>
<tr>
<td>Chandra Prabha</td>
<td>District Chandauli</td>
</tr>
<tr>
<td>Kaimoor Sanctuary</td>
<td>District Mirzapur and Sonbhadra</td>
</tr>
<tr>
<td>Lakh Bahosi Sanctuary</td>
<td>District Kannauj</td>
</tr>
<tr>
<td>Samaspur Sanctuary</td>
<td>District Rae Bareli</td>
</tr>
<tr>
<td>Suhelva Sanctuary</td>
<td>District Balrampur, Gonda, Sravasti</td>
</tr>
<tr>
<td>Sandi Sanctuary</td>
<td>District Hardoi</td>
</tr>
<tr>
<td>Bakhira Sanctuary</td>
<td>District Sant Kabir Nagar</td>
</tr>
<tr>
<td>Patna Sanctuary</td>
<td>District Etah</td>
</tr>
<tr>
<td>Sur Sarovar Sanctuary</td>
<td>District Agra</td>
</tr>
<tr>
<td>Suraha Tal Sanctuary</td>
<td>District Ballia</td>
</tr>
<tr>
<td>Vijai Sagar Sanctuary</td>
<td>District Mahoba</td>
</tr>
<tr>
<td>Saman Sanctuary</td>
<td>District Mainpuri</td>
</tr>
<tr>
<td>Parvati Arga Sanctuary</td>
<td>District Gonda</td>
</tr>
<tr>
<td>Okhla Sanctuary</td>
<td>District Ghaziabad, Gautam Buddha Nagar</td>
</tr>
<tr>
<td>Sohagi Barwa Sanctuary</td>
<td>District Maharajganj</td>
</tr>
<tr>
<td>Kachhua Sanctuary</td>
<td>District Varanasi</td>
</tr>
</tbody>
</table>


3.8.5: Economy of Uttar Pradesh

Uttar Pradesh is the second biggest economy in the country. It has a long river network. UP also boasts of having the fastest developing infrastructure of roads, rail
network and highest intensity irrigation. It is the fourth largest producer of power and ranks third in terms of industrial parks. It also has the leading hub close to the national capital

![Graph 3.1: GSDP Of Uttar Pradesh](http://www.ibef.org/states/uttar-pradesh.aspx)

**Graph 3.1: GSDP Of Uttar Pradesh**


![Graph 3.2: Breakup of Outstanding Investments in Uttar Pradesh](http://www.ibef.org/states/uttar-pradesh.aspx)

**Graph 3.2: Breakup of Outstanding Investments in Uttar Pradesh**


The state comprises of two main regions viz Gangetic Plain lying in the centre with highly fertile alluvial soils sorrounded by numerous lakes and other is Vindhya Hills and Plateau in the south hard consisting of rock Strata; varied topography of hills, plains, valleys and plateau and limited water availability. State is divided into 83
districts and 901 development blocks and 112804 inhibited villages grouped in 19 divisions.

3.8.5.1: Uttar Pradesh: Executive Summary

- State is the second largest producer of sugarcane in the country trailing only Maharashtra.
- Uttar Pradesh is the second largest producer of vegetables in the country. It is the largest producer of varied vegetables.
- UP has the third highest number of micro, medium and small enterprises in India with an investment of over US $ 4 billion.
- The state has the largest consumer base in the country of over 200 million people. Increasing per capital is giving rise to one of the biggest markets for industrial houses.
- Uttar Pradesh has a large number of business schools, engineering colleges and polytechnic institutes providing a steady pool of skilled workforce.
- Uttar Pradesh is the largest milk producing state, accounting for nearly 17.6% of the total milk produced in the country 2011-12.

Table 3.3: Uttar Pradesh (In Figures)

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Uttar Pradesh</th>
<th>All states</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GSDP as a percentage of all states’ GSDP</td>
<td>8.21</td>
<td>100</td>
<td>Planning Commission Databook, March 2013, current prices</td>
</tr>
<tr>
<td>Average GSDP growth rate (%)*</td>
<td>14.6</td>
<td>15.6</td>
<td>Planning Commission Databook, March 2013, current prices</td>
</tr>
<tr>
<td>Per capita GSDP (US$)</td>
<td>692.9</td>
<td>1,414.2</td>
<td>Planning Commission Databook, March 2013, current prices</td>
</tr>
<tr>
<td>Parameter</td>
<td>Uttar Pradesh</td>
<td>All states</td>
<td>Source</td>
</tr>
<tr>
<td>-----------------------------------------</td>
<td>---------------</td>
<td>------------</td>
<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Installed power capacity (MW)</td>
<td>14,293.99</td>
<td>225,133.1</td>
<td>Central Electricity Authority, as of May 2013</td>
</tr>
<tr>
<td>Wireless subscribers (No)</td>
<td>122,223,635</td>
<td>867,803,583</td>
<td>Telecom Regulatory Authority of India, as of March 2013</td>
</tr>
<tr>
<td>Broadband subscribers (No)</td>
<td>612,550</td>
<td>15,050,000</td>
<td>Ministry of Communications &amp; Information Technology, as of March 2013</td>
</tr>
<tr>
<td>National highway length (km)</td>
<td>7,818</td>
<td>79,116</td>
<td>National Highways Authority of India</td>
</tr>
<tr>
<td>Airports (No)</td>
<td>6</td>
<td>133</td>
<td>Airports Authority of India</td>
</tr>
<tr>
<td>Social Indicators</td>
<td>69.7</td>
<td>74.0</td>
<td>Provisional Data – Census 2011</td>
</tr>
<tr>
<td>Literacy rate (%)</td>
<td>27.8</td>
<td>21.8</td>
<td>SRS Bulletin (<a href="http://www.censusindia.gov.in">www.censusindia.gov.in</a>), October 2012</td>
</tr>
<tr>
<td>Birth rate (per 1,000 population)</td>
<td>0.35*</td>
<td>193.3</td>
<td>Department of Industrial Policy &amp; Promotion, April 2000 to March 2013 CMIE (2012-13)</td>
</tr>
<tr>
<td>Investments</td>
<td></td>
<td>10,499.2</td>
<td><a href="http://www.pppindiadatabase.com">www.pppindiadatabase.com</a></td>
</tr>
<tr>
<td>FDI equity inflows (US$ billion)</td>
<td>427.8</td>
<td>881</td>
<td>Notified as of January 2013, <a href="http://www.sezindia.nic.in">www.sezindia.nic.in</a></td>
</tr>
<tr>
<td>Outstanding investments (US$ billion)</td>
<td>22</td>
<td>386</td>
<td></td>
</tr>
<tr>
<td>Industrial Infrastructure</td>
<td>21</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*PPP: Public-Private Partnership, SEZ: Special Economic Zone, SRS: Sample Registration System, *Including Uttarakhand
Source: IBEF 2013
3.9 PRESENT SITUATION OF TOURISM IN UTTAR PRADESH

Residents of UP may be cribbing about the state as to how corrupt or unsafe cities are. But opinions of foreign tourists differ as they will praise Taj for its beauty, Varanasi for its peace, Lucknow for its multi cuisine culture. Foreigners love the cities of Uttar Pradesh and that is why there has been an increase in the footfalls in 2014 replacing Delhi in third place. According to the recent figures by Ministry there has been a steady increase in footfalls replacing Delhi. Uttar Pradesh has the advantage of being in close proximity to Delhi and hence visitors who come to Delhi either leave for Rajasthan or Uttar Pradesh. Varanasi has always been a favorite destination as they look for peace and tranquility. There are repeated visitors to the state due to the cultural diversity and rich heritage. Delhi being chaotic and densely populated won’t appeal to everyone. Heritage Arc of Uttar Pradesh connecting Agra

In 2014, state government decided to give cash subsidy of Rs. 2 crore to a production unit who shoot at least 50% of its films in Uttar Pradesh. The move has attracted many producers that has helped in making Brand UP

3.9.1: Analysis of Tourist Arrival in Uttar Pradesh

a) Foreign Exchange Earnings (FEE) from Tourism

Tourism contributes substantially to Foreign Exchange Earnings from tourism. It is an important sector of Indian contributing significantly toward foreign exchange earnings. During 2012, FEEs from tourism witnessed a growth of 21.8% when compared to the figures of 2011. Statement giving FTAs and FEEs from tourism from 2000 to 2012 is given below:
Table 3.4: Foreign Exchange earnings from Tourism in India

<table>
<thead>
<tr>
<th>Year</th>
<th>Foreign Exchange Earnings from Tourism in India (in Rs. Crore)</th>
<th>Percentage Change over the previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>12150</td>
<td>15.6</td>
</tr>
<tr>
<td>1999</td>
<td>12951</td>
<td>6.6</td>
</tr>
<tr>
<td>2000</td>
<td>15626</td>
<td>20.7</td>
</tr>
<tr>
<td>2001</td>
<td>15083</td>
<td>-3.5</td>
</tr>
<tr>
<td>2002</td>
<td>15064</td>
<td>-0.1</td>
</tr>
<tr>
<td>2003</td>
<td>20729</td>
<td>37.6</td>
</tr>
<tr>
<td>2004</td>
<td>27944</td>
<td>34.8</td>
</tr>
<tr>
<td>2005</td>
<td>33123</td>
<td>18.5</td>
</tr>
<tr>
<td>2006</td>
<td>39025</td>
<td>17.8</td>
</tr>
<tr>
<td>2007</td>
<td>44360</td>
<td>13.7</td>
</tr>
<tr>
<td>2008</td>
<td>51294</td>
<td>15.6</td>
</tr>
<tr>
<td>2009</td>
<td>53700</td>
<td>4.7</td>
</tr>
<tr>
<td>2010</td>
<td>64889</td>
<td>20.8</td>
</tr>
<tr>
<td>2011</td>
<td>77591</td>
<td>19.6</td>
</tr>
<tr>
<td>2012</td>
<td>94487</td>
<td>21.8</td>
</tr>
<tr>
<td>2013#1</td>
<td>107671</td>
<td>14</td>
</tr>
<tr>
<td>2014#2</td>
<td>123320</td>
<td>14.5</td>
</tr>
<tr>
<td>2015#3</td>
<td>60302</td>
<td>2.0@</td>
</tr>
</tbody>
</table>

#1: Provisional estimates based on Provisional FTAs
#2: Provisionally revised based on final FTA received from BOI

Source: Indian Tourism Statistics at a Glance 2014

3.9.2 Promotional Strategies for Tourism

As Uttar Pradesh has a diversified range of tourism assets it can cater to different categories of tourists with varying needs and requirements. Promotion is now mandatory and important because of growing competition. Such diversified assets can be used to attract a wide range of tourist profiles including both domestic and international budget groups.
An illustrative list of segments is provided below:

- Pilgrim : * Hindu, Islamic, Buddhist, Jain, Sikh and Christian
- General Interest tourist
- Corporate Get-Aways/Retreat
- Foreigner/International * Back pack traveler * Packaged tour traveler *
  Corporate/professional - Based in India - Travelling as tourist * Recently
  retired corporate professionals * Pilgrim ( Specially Buddhist-related) *
  Colonial-historical interest: French, British in particular

- Nature lover / wildlife interest
- Adventure sports/nature camp tourism
- School-College: Group Tours
- Honeymoon travel
- General Leisure/entertainment etc

a) The Heritage Arc:

As discussed above, Uttar Pradesh tourism department is promoting Heritage Arc that
run across Agra, Lucknow and Varanasi. It effortlessly tries to highlight and showcase
different culture, art, culture and varieties of cuisine. This arc is well connected with
all modes of transportation.

Map 3.2: The Heritage Arc

Source: http://ap-tourism.com/oldwebsite/heritage_arc.html
The Agra Development Authority has planned to develop an inner ring road to welcome more tourists. This road will cut the travel time drastically. A project of Tajganj worth Rs 167 crore has also been proposed. To make Taj Mahal more accessible online ticket booking facility has been launched by ASI after which the footfall has increased.

Some of the key projects include setting up of a theme park being developed next to the Expressway by Uttar Pradesh State Industrial Development Corporation. Mughal museum has been developed with the aid of World Bank in Agra along with a centre for living Traditions

b) Film City

Film cities will give an additional impetus to the heritage and tourism possibilities in the state. While one film city project is expected to come up along the SP government's flagship Lucknow-Agra Greenfield expressway, the second will come up at the Hi-Tech City project in Unnao. The projects are expected to attract total investment of more than Rs 600 crore. Releasing copies of UP's film policy, which offers up to 25% subsidy to Hindi feature films and 50% for films made in local UP dialects, subsidies are available to filmmakers for shooting 50% or more of their films on UP soil.

A website is also launched known as the Film Bandhu website: http://www.filmbandhuup /www.filmbandhuup.in and released a booklet of UP Film Policy.

c) Open Sky Policy

With this policy UP government aims to connect important towns in the state such as Agra, Varanasi, Meerut, Allahabad, Lucknow and Chitrakoot. Policy has helped in clearing path for small aircrafts in UP. Under this policy various facilities will be provided to operators like seat underwriting, value added tax, waiver on air turbine, free parking or landing facilities at airstrips etc. Further a dedicated online portal will be developed and maintained by the airline and UPSTDC for activities like ticketing and seat availability.
d) Setting Up Bird Circuits to Promote Tourism

There are plans to set up various bird circuits in UP for bird watchers. It is proposed to set up a library and watch tower and to renovate guest houses in the bird circuits covering major sanctuaries. Bird circuit will comprise of Mainpuri, Kanauj, Rae Bareli and Nawabganj. Bird circuits will mainly focus on bird lovers and will provide all amenities. Work on this project is likely to be implemented in 2016.

e) Observation of World Tourism Day:

Every time one travels, one is a part of a global movement. As a reflection of this, foreign tourists visiting Agra on 27 September 2015 received a warmer welcome than usual with garlands and sweets at hotels and railway stations. Special discounts were given at hotels, restaurants and bars on account of World Tourism Day. Commemorating the theme of 2015 of ‘One billion tourists, one billion opportunities’, Agra hotels, restaurants and emporium gave at least 25% discount to visitors. On the occasion of World Tourism Day, UP Tourism and The Times of India jointly organized a Heritage Walk and a Lucknow on a Cycle tour in Qaiserbagh and Chowk. The event saw morning walkers’ enthusiastic cyclist and young students besides senior bureaucrats gather in large numbers at the Chhattar Manzil. The heritage walk had about 30 participants going to 18 different locations in Qaiserbagh. Objective of such heritage walk is to make people aware about the history of the place where they are living in.

3.9.3: Present Situation of Tourism in Uttar Pradesh

Uttar Pradesh can boast itself to be a state with many tourists worthy spots in India. The state is not only important for the domestic tourist, it is also famed for being established on the World Tourist Map owing to the presence of the Taj Mahal, considered to be one of the Seven Wonders of the World as well as a UNESCO World Heritage Site. In addition, UP attracts a lot of tourists for other purposes like religious purpose, historical purposes and its proximity to states like Rajasthan and Uttanchal.

3.9.3.1: State Level Agencies Associated with Tourism

In order to prepare schemes relating to the development of tourism and to execute them, the Directorate of Tourism was established in the year 1972. Further, Uttar
Pradesh State Tourism Development Corporation (UPSTDC) was established and which is now the nodal agency to look after activities that promotes tourism.

3.9.3.2: Available Destinations and Circuits

Uttar Pradesh offers a huge range of destinations and activities to the potential tourist comprising historical cities, wildlife sanctuaries, pilgrim centers and adventure destinations. Department of Tourism, Uttar Pradesh has identified some tourist circuits for the purpose of tourist infrastructure development that have listed as below:

Table 3.5: Tourism Circuits in Uttar Pradesh

<table>
<thead>
<tr>
<th>S.No</th>
<th>Tourism Circuit</th>
<th>Destinations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Agra Braj Circuit</td>
<td>Agra, Mathura, Vrindavan, Fatehpur Sikri, Soor Sarovar, Chambal</td>
</tr>
<tr>
<td>2</td>
<td>Buddhist Circuit</td>
<td>Kapilavastu, Sarnath, Varanasi, Sravasti, Sankisa, Kaushambi, Kushinagar, Lumbini, Bodhgaya</td>
</tr>
<tr>
<td>3</td>
<td>Bundelkhand Circuit</td>
<td>Jhansi, Mahoba, Kakramath, Kalinjar, Deogarh, Samthar, Datia, Khajuraho, Chanderi, Baruasagar, Orchha</td>
</tr>
<tr>
<td>4</td>
<td>Awadh–Ayodhya Circuit</td>
<td>Lucknow, Kukrail, Nawabganj Bird Sanctuary, Ayodhya, Naimisharnya, Devasharif, Bithoor</td>
</tr>
<tr>
<td>5</td>
<td>Varanasi &amp; Vindhyachal Circuit</td>
<td>Varanasi, Vindhyachal, Ramnagar, Chunar, Allahabad, Kaimoor Wild Life Sanctuary, Chandra prabha Wild Life Sanctuary</td>
</tr>
<tr>
<td>6</td>
<td>Mahabharata Circuit</td>
<td>Hastinapur, Baghpat, Bijnor.</td>
</tr>
<tr>
<td>7</td>
<td>Ram Van-Gaman Yatra Circuit</td>
<td>Ayodhya, Bharatkund, Belha Devi-Pratapgarh, Shrangverpur, Allahabad, Chitrakoot etc.</td>
</tr>
<tr>
<td>8</td>
<td>Circuit related to 1st War of Independence in 1857</td>
<td>Jhansi, Meerut, Lucknow, Raibareilly, Unnao, Kanpur, Bithoor, Sitapur, Badaun, Bareilly, Hathras, Shahjahanpur, Mainpuri, Firozabad, Gorakhpur, Devaria, Azamgarh, Balia, Varanasi, Allahabad etc.</td>
</tr>
<tr>
<td>9</td>
<td>Jain Circuit</td>
<td>Shravasti, Kaushambi, Allahabad, Ayodhya, Faizabad, Ronahi, Kampil, Hastinapur, Sauripur, Agra, Banaras, Kushinagar etc</td>
</tr>
<tr>
<td>S.No</td>
<td>Tourism Circuit</td>
<td>Destinations</td>
</tr>
<tr>
<td>------</td>
<td>-------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>10</td>
<td>Sikh Circuit</td>
<td>Gurudwara Pakki Sangat (Allahabad) - Gurudwara Ahrora, Gurudwara Chota &amp; Gurudwara Bhuili (Mirzapur) - Gurudwara Nichibagh, Gurudwara Gurubagh (Varanasi) - Guru Teg Bahadur Ji ki Tapsthali, Chachakpur, Gurudwara Raasmandal (Jaunpur) - Gurudwara Brahmkund (Ayodhya) - Gurudwara Ahyiyaganj (Lucknow) - Gurudwara Singh Sabha (Mathura) - Gurudwara Hathighat, Gurudwara Guru ka Taal (Agra) etc.</td>
</tr>
<tr>
<td>11</td>
<td>Sufi Circuit</td>
<td>Fatehpur Sikri, Rampur, Badaun, Bareilly, Lucknow, Kakori, Dewasharif (Barabaniki), Bharaith, Kichochar Sharif, Kade Shah - Kada (Kaushambi), Allahabad, Kantit Sharif (Mirzapur) etc.</td>
</tr>
<tr>
<td>12</td>
<td>Christian Circuit</td>
<td>Merut-Sardhana, Agra, Kanpur, Lucknow, Allahabad, Varanasi, Gorakhpur etc.</td>
</tr>
<tr>
<td>13</td>
<td>Handicraft Circuit</td>
<td>Lucknow, Agra, Aligarh, Firozabad, Rampur, Kanpur, Kannauj, Vrindavan, Muradabad, Khurja, Varanasi, Bhadohi, Mirzapur, Chunar, Jaunpur, Gorakhpur etc.</td>
</tr>
</tbody>
</table>

source: [http://uptourism.gov.in/tourism-circuits.html](http://uptourism.gov.in/tourism-circuits.html)

### 3.9.3.3 Tourist Infrastructure and Accommodation

#### Connectivity

**a) Roadways**

The national highway in the state is 7,818 km which contributes a total of 10.2% of the total national highways, which are connected to four lane roads.

**Table 3.6: Total Highways in Uttar Pradesh**

<table>
<thead>
<tr>
<th>Road Type</th>
<th>Road Length (in Km)</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Highways</td>
<td>7818</td>
</tr>
<tr>
<td>State Highways</td>
<td>7922</td>
</tr>
<tr>
<td>Major District Roads</td>
<td>7070</td>
</tr>
<tr>
<td>Other District Roads</td>
<td>31238</td>
</tr>
<tr>
<td>Village Roads</td>
<td>110195</td>
</tr>
</tbody>
</table>

b) Railways

UP is properly connected to major states of India by a railway network as huge as 8890 km. It is one of the largest networks of the country. Within the state, network is well connected to different towns and districts.

Airways

UP has six domestic airports located in Lucknow, Varanasi, Allahabad, Agra, Gorakhpur and Kanpur. An international flight operates from the airports of Lucknow and Varanasi. Few new airports have been proposed at different areas including Taj International Airport in Delhi NCR Region.

2) Accommodation

In terms of accommodation infrastructure availability across Uttar Pradesh, the statistics of 2014 from Ministry of Tourism indicates the following accommodation available across the State:

Table 3.7: List of Approved Hotels in India in 2014

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>Number of Hotels</th>
<th>Number of Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 star</td>
<td>41</td>
<td>1193</td>
</tr>
<tr>
<td>2 star</td>
<td>75</td>
<td>1813</td>
</tr>
<tr>
<td>3 star</td>
<td>538</td>
<td>22202</td>
</tr>
<tr>
<td>4 star</td>
<td>136</td>
<td>8153</td>
</tr>
<tr>
<td>5 star</td>
<td>96</td>
<td>12183</td>
</tr>
<tr>
<td>5 Star Deluxe</td>
<td>122</td>
<td>25891</td>
</tr>
<tr>
<td>Apartment Hotel</td>
<td>3</td>
<td>249</td>
</tr>
<tr>
<td>Guest house</td>
<td>5</td>
<td>77</td>
</tr>
<tr>
<td>Heritage</td>
<td>44</td>
<td>1266</td>
</tr>
<tr>
<td>Silver Bed &amp; Breakfast Establishment</td>
<td>53</td>
<td>242</td>
</tr>
<tr>
<td>Unclassified</td>
<td>119</td>
<td>9095</td>
</tr>
</tbody>
</table>

Source: Indian Tourism Statistics at a Glance 2014
Table 3.8: Share of Top 10 States/UTs of India in Number of Domestic Tourist Visits in 2014

<table>
<thead>
<tr>
<th>Rank</th>
<th>State/UT</th>
<th>Number (Domestic Tourist visit)</th>
<th>Percentage share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tamil Nadu</td>
<td>327555233</td>
<td>25.6</td>
</tr>
<tr>
<td>2</td>
<td>Uttar Pradesh</td>
<td>182820108</td>
<td>14.3</td>
</tr>
<tr>
<td>3</td>
<td>Karnataka</td>
<td>118283220</td>
<td>9.2</td>
</tr>
<tr>
<td>4</td>
<td>Maharashtra</td>
<td>94127124</td>
<td>7.3</td>
</tr>
<tr>
<td>5</td>
<td>Andhra Pradesh</td>
<td>93306974</td>
<td>7.3</td>
</tr>
<tr>
<td>6</td>
<td>Telangana</td>
<td>72399113</td>
<td>5.6</td>
</tr>
<tr>
<td>7</td>
<td>Madhya Pradesh</td>
<td>63614525</td>
<td>5.0</td>
</tr>
<tr>
<td>8</td>
<td>West Bengal</td>
<td>49029590</td>
<td>3.8</td>
</tr>
<tr>
<td>9</td>
<td>Jharkhand</td>
<td>33427144</td>
<td>2.6</td>
</tr>
<tr>
<td>10</td>
<td>Rajasthan</td>
<td>33076491</td>
<td>2.6</td>
</tr>
<tr>
<td>11</td>
<td>Others</td>
<td>214312733</td>
<td>16.7</td>
</tr>
</tbody>
</table>

*Source: Indian Tourism Statistics at a glance 2014*

Uttar Pradesh is at Second position after Tamil Nadu with a total share of 14.3% in number of domestic tourists visits followed by states of Karnataka, Maharashtra, Andhra Pradesh, Telangana, Madhya Pradesh, West Bengal, Jharkhand and Rajasthan. Uttar Pradesh has managed to secure the same position as of 2013 with a total share of 19.8%. However, it stood at third position in the year 2012 with a total share of 16.25%

The following graph shows the percentage share of top 10 States/UTs in terms of domestic tourist visits in 2014.
Table 3.9: Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2014

<table>
<thead>
<tr>
<th>Rank</th>
<th>State/UT</th>
<th>Number</th>
<th>Percentage share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tamil Nadu</td>
<td>4156343</td>
<td>20.6</td>
</tr>
<tr>
<td>2</td>
<td>Maharashtra</td>
<td>4389098</td>
<td>19.4</td>
</tr>
<tr>
<td>3</td>
<td>Uttar Pradesh</td>
<td>2909735</td>
<td>12.9</td>
</tr>
<tr>
<td>4</td>
<td>Delhi</td>
<td>2319046</td>
<td>10.3</td>
</tr>
<tr>
<td>5</td>
<td>Rajasthan</td>
<td>1525574</td>
<td>6.8</td>
</tr>
<tr>
<td>6</td>
<td>West Bengal</td>
<td>1375740</td>
<td>6.1</td>
</tr>
<tr>
<td>7</td>
<td>Kerala</td>
<td>923366</td>
<td>4.1</td>
</tr>
<tr>
<td>8</td>
<td>Bihar</td>
<td>829508</td>
<td>3.7</td>
</tr>
<tr>
<td>9</td>
<td>Karnataka</td>
<td>561870</td>
<td>2.5</td>
</tr>
<tr>
<td>10</td>
<td>Haryana</td>
<td>547367</td>
<td>2.4</td>
</tr>
<tr>
<td>11</td>
<td>Others</td>
<td>2528716</td>
<td>11.2</td>
</tr>
</tbody>
</table>

*Source: Indian Tourism Statistics at a glance 2014*

In terms of foreign tourists’ arrivals, Uttar Pradesh is standing at third position with a total share of 12.9%. In 2013 its rank was fourth with a total share of 10.3% and in 2013 it stood at the same position with a total share of 9.62%.

Graph 3.3: Top 10 states in Foreign Tourist Visits in 2014
Uttar Pradesh is leading in the category of top 5 monuments visited by tourists (domestic and foreign) in India. As per the statistics of Indian tourism 2012, Taj Mahal Agra leads the race in both the categories of domestic and foreign tourist visit. Taj Mahal Agra, one of the Seven Wonders of the World, has been in a position to attract a large of number of tourist every year especially tourist from foreign countries thus resulting in earning a good amount of foreign exchange thus contributing towards the economy of Uttar Pradesh and India.

**Graph 3.4: Top 5 monuments visited by domestic tourists in 2012**

*Source: Indian Tourism Statistics 2012)*

**Graph 3.5: Top 5 monuments visited by foreign tourists in 2012** *(Source: Indian Tourism Statistics 2012)*
Table 3.10: Indian and Foreign Tourists Visits in Important Tourist Places of Uttar Pradesh in Year 2010-2014

<table>
<thead>
<tr>
<th>Year</th>
<th>Indian</th>
<th>Foreigner</th>
<th>Total</th>
<th>% Change as compared to previous year Indian</th>
<th>% Change as compared to previous year Foreigner</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>144754977</td>
<td>2324195</td>
<td>147079172</td>
<td>+ 7.35%</td>
<td>+23.93%</td>
<td>+7.58%</td>
</tr>
<tr>
<td>2011</td>
<td>155430364</td>
<td>2639072</td>
<td>158069436</td>
<td>+7.37%</td>
<td>+13.54%</td>
<td>7.47%</td>
</tr>
<tr>
<td>2012</td>
<td>168381276</td>
<td>2989347</td>
<td>171370623</td>
<td>+8.33%</td>
<td>+13.27%</td>
<td>+8.41%</td>
</tr>
<tr>
<td>2013</td>
<td>226531091</td>
<td>3205760</td>
<td>229736851</td>
<td>+34.53%</td>
<td>+7.23%</td>
<td>+34.05%</td>
</tr>
<tr>
<td>2014</td>
<td>182820108</td>
<td>2909735</td>
<td>185729843</td>
<td>-19.29%</td>
<td>-9.23%</td>
<td>-19.15%</td>
</tr>
</tbody>
</table>

Source Indian Tourism Statistics at a glance 2014

Major tourist visit in Kumbh Mela ,Allahabad in 2013 January to March 2013, nearly of Indian tourists- 78315500 and foreign tourist 3,50,000 (total tourist 78665500) is included in above figure of Allahabad in 2013. The total Indian and Foreign Tourist visits in Uttar Pradesh in 2014 are reduced in comparison to year 2013 because of Maha Kumbh Mela, Allahabaad in 2013.
Table 3.11: Top 15 Places in Uttar Pradesh According to Domestic Tourist Arrival in Year 2014

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Tourist Places</th>
<th>2010 (Indian)</th>
<th>2010 (Foreigner)</th>
<th>2011 (Indian)</th>
<th>2011 (Foreigner)</th>
<th>2012 (Indian)</th>
<th>2012 (Foreigner)</th>
<th>2013 (Indian)</th>
<th>2013 (Foreigner)</th>
<th>2014 (Indian)</th>
<th>2014 (Foreigner)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Allahabad</td>
<td>30278623</td>
<td>98167</td>
<td>31460984</td>
<td>102447</td>
<td>34907810</td>
<td>106081</td>
<td>84717964</td>
<td>387719</td>
<td>35605966</td>
<td>107141</td>
</tr>
<tr>
<td>2</td>
<td>Ayodhya</td>
<td>10095147</td>
<td>8822</td>
<td>12174136</td>
<td>13025</td>
<td>13194360</td>
<td>13986</td>
<td>14266034</td>
<td>15122</td>
<td>14361499</td>
<td>16848</td>
</tr>
<tr>
<td>3</td>
<td>Govardhan</td>
<td>8010850</td>
<td>4000</td>
<td>8129100</td>
<td>4300</td>
<td>8320000</td>
<td>4400</td>
<td>8370000</td>
<td>4450</td>
<td>8450000</td>
<td>4850</td>
</tr>
<tr>
<td>4</td>
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Source Indian Tourism Statistics at a glance 2014

In terms of domestic tourist arrival, Allahabad is at first position followed by Ayodhya, Govardhan, Agra, Mathura, Chitrakut, Varanasi, Lucknow, Soarun, Radhakund, Shakumbaridevi, Vrindavan, Vindhyachal, Barsana and Brajghat. The growth rate is fluctuating with 3.9% in 2011, 10.9% in 2012, 143% in 2013 and reduction of 58% in 2014. The major increase in 2013 is witnessed due to the Kumb Mela Snan of Allahabad.
### Table 3.12: Top 15 Places in Uttar Pradesh According to Foreign Tourist Arrival in Year 2014

<table>
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<tr>
<th>S.No.</th>
<th>Tourist Places</th>
<th>2010 (Indian)</th>
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<th>2011 (Indian)</th>
<th>2011 (Foreigner)</th>
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*Source: Indian Tourism Statistics at a glance 2014*

Among the top 15 places according to foreign tourists’ arrival from 2010 onwards, Agra stood at first position.
Table 3.13: Tourist Arrival in Uttar Pradesh Buddhist Circuit

<table>
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<th>S.No.</th>
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<th>2011 (Indian)</th>
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</table>

*Source Indian Tourism Statistics at a glance 2014*

From the above table it can be seen that Sarnath is at the top position for tourist arrival since 2010 onwards. However, the growth rate has been fluctuating and changing (6.5% in 2011, 3.9% in 2012, 9% in 2013 and 6.08% in 2014) steadily for Sarnath.

An unusual trend has been noticed in Agra in terms of tourists visit. There has been a downfall from last two years which has affected the revenue of state government. Revenue generator has been dropped because of luxury tax. Tourists who wish to stay for two days or more in Agra for two days or more has been dropped by 15% in 2015 as compared to 32% in 2014. Most of the tourists prefer to leave Agra same day. In fact total number of tourists who stayed in Agra for more than one day was 53113 in 2015 as compared to 78202 in 2014. Tout culture and shady and improper infrastructure are held responsible for this downfall. Peak season of October-December 2014 also witnessing this downfall when in November 2014 figures stood at just 14079 as compared to 47606 in 2013.
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