CHAPTER-1

INTRODUCTION

Tourism, although an age-old phenomenon, has expanded and become organized to acquire the status of an industry in the post second world war era. Tourism emerged with the progress of mankind and the forms of tourism have changed with time. Man travelled from one place to another for different reasons such as business, profession, livelihood, religious reasons, medical treatment, change of climate, sightseeing, watching sports or cultural events, entertainment etc. This increasing need and interest in people to go from one place to another has transformed travelling into an industry which is full of potential.

Tourism has an important place in today’s life. After oil industry, tourism is recognised as one of the most important sectors which has played an important role in the development of international business. This industry has many dimensions and has unlimited opportunities, but at the same time also faces many challenges.

Tourism has an important place in the growth of Indian and the World economy at large. It is the world’s second largest and India’s third largest industry in terms of man power involvement. The economic balance for a country like India, which requires large quantum of imports, can be maintained and boosted by the foreign exchange earned through tourism. Tourism is also a major sector for employment.

India earns a significant amount of foreign exchange through tourism and it is the second largest foreign exchange earner for our country. The potential of tourism in India is unlimited. During the period 1951-2001,
India achieved a comparatively higher compounded growth rate of 26.2% in foreign exchange earnings as against world average of 23.5%. The World Tourism Organization has estimated that by the year 2020, international travellers will be around 1.6 billion and the industry will account for 200 million jobs which translate to about 10% of the jobs globally.

The potential of tourism is recognized by all countries alike, be it underdeveloped, developing or developed. It is very unfortunate that India’s entry into organized tourism industry is very late. Although India has large potential in this sector, world’s tourist traffic in India accounts for only 0.4% at present. Therefore, the government of India has to work harder and innovate in this area to meet the needs and aspirations of the people so as to make good the lost opportunities. Despite this, even now, tourism is one of the most important industries in India. This sector has a great potential to grow at far higher rate in our country. It has the potential to contribute to the success and growth of the economy and to catalyze development of the related economic sectors such as transportation, construction, agriculture, horticulture, poultry, food and beverage, handicraft and other small and large scale industries. Growth of tourism depends on infrastructure and facilitation system which encompasses surface and air transportation, accommodation, basic amenities etc. All these areas are linked to tourism sector which generate additional income and increased employment opportunities and has a cascading effect on the economy. Expansion of the tourism sector can help in generation of additional employment and alleviation of poverty. Tourism has a major social phenomenon which contributes towards overall socio-economic improvement and accelerated growth in the
economy. Tourism can become an instrument for increased national and state revenues, business receipts, employment, wages and salary income.

Tourism industry also contributes to national integration and preservation of natural as well as cultural environment. With the help of tourism, we can enrich the social and cultural lives of people. Tourism helps in preservation of monuments and heritage. It helps in the promotion of art forms, craft and culture. Over 382 million domestic tourists visit different parts of the country and every year they return with a better understanding of the people living in different regions of the country.

Tourism also helps in removing regional imbalance and helps to develop backward and undeveloped areas.

For harnessing the full potential of tourism, private sector plays a very important role. However, no sector can be sufficient on its own. Appropriate private-public partnership models need to be developed for playing a significant role in the development of tourism in the country.

India’s tourism policy is being revised and redesigned. To harness the potential of Indian tourism, greater emphasis is being pegged on privatization of tourism. To give a boost to the industry of tourism as a whole, emphasis should be given to the related services, such as stress on tourism education and training, organization of special fairs and festival, holding of international seminars and workshop on tourism, satisfactory level of cleanliness, law and order, selection of priority areas and activities for immediate attention and action as also effective advertisement and publicity measures.
Aim and Objectives of the study

The aim of this study is to identify the various aspects of development and potential of the tourism in Allahabad district.

The present research study will be undertaken with the following objectives in views:

1- To study the existing tourism facilities in the Allahabad District.
2- To assess the existing problems in the way of tourism development in the district.
3- To analyse perception of tourist satisfaction and dissatisfaction.
4- To examine the existing tourism patterns, arrivals and use pattern in the district.
5- To examine economic as well as socio-cultural impact of tourism.

Limitations of the study

Any research work needs lot of labour and perseverance. There are many types of limitations that are encountered while conducting research. Some limitations may be situational and some self-imposed. The limitations that have surfaced during the present research work on Allahabad Tourism are as follows-

1) The sample size of the study area is very limited compared to the size, variety and complexity encountered in the whole country. Therefore, the applicability of the outcome is limited to that extent.
2) The research work depended on the collected primary data and available secondary data. Therefore, outcomes of this research work depended a lot on the authenticity of the secondary data and awareness and readiness of the respondents who were interviewed.
for primary data. Therefore, the possibility of deviations from reality to certain extent cannot be ruled out. To minimise this possibility, an attempt has been made consciously to carefully choose the most authentic secondary data that can be accessed and also to choose the respondents who can be considered as representative of the visitors and local populace for compiling primary data.

3) To carry out the research work, the researcher had taken 500 samples from tourists, 65 hotels and 30 travel agencies which were based in Allahabad district. Many other authorised samples were also taken into consideration as the work progressed.

**Significance of the study**

Allahabad is a one of the glorious city of Uttar Pradesh. Allahabad is a city of many dimensions, it is not only a major pilgrimage centres for the Hindus but also a historical centre of India. People used to go on Trith Yatra from ancient time. During this research work researcher tried to modernise the religious tourism which will facilitate all facilities & required amenities to tourists which will further ease the religious tourism.

The significance of the study lies in exploring and highlighting the problem areas in the field of tourism development. The main focus of the study is to find the solution to problems and the shortcomings in the field of infrastructural development, accommodation, transportation, entertainment and recreation, marketing, training, publicity etc. It is hoped that the suggestions will be helpful in planning and executing the core action areas in this field. Allahabad, which is an important tourist destination in our country due to religious as well as historical reasons,
has been chosen as the representative area for the study. It is hoped that the present work on “Tourism Development and Potential: A Case Study of Allahabad District” will induce further studies of similar nature to cover other areas of the country by undertaking similar studies which will help the policy makers and planners in this field.

**Hypothesis**

**The present research study is based on the following Hypotheses**

1- There are many cultural factors including: religious places and holy shrines, historical and archaeological monuments, traditions, greeting style of host community, cuisines, special occasions and people's belief that are necessary for cultural tourism development.

2- There are many facilities which include: accommodation, transportation, and many other supporting industries that not only help to develop tourism but also help to increase tourism potential of any tourist destination.

3- The development of tourism has been effective in increasing the income of host community.

4- The development of tourism is effective in increasing employment in tourist destination.

5- Sustainable tourism development can be helpful in decreasing negative impact of tourism development and increasing tourism potential of tourist destination.
Research Methodology

The purpose of this section is to describe the methodology used to achieve the research objectives of this study. This section discusses the selection of the sample, the collection of data, and data analysis procedures. Researcher conducted the research with a blend of secondary as well as primary research. Secondary research is meant to collect desired information from the different sources, indicated below. The detailed task wise methodology, target groups and information procured from each source has been mentioned below:

Desk Research

The task involved collection, collation and review of different facets of tourism in the Allahabad district. Under this task, steps were taken in order to collect and collate information from the different sources as mentioned below. Selective telephonic interview was also undertaken in order to procure the requisite information:-

<table>
<thead>
<tr>
<th>Information source</th>
<th>Information Procured</th>
<th>Proposed Output</th>
</tr>
</thead>
</table>
| Online Research/ Publications of various Types/ interaction with Allahabad Tourist office. | • Prime/ subsidiary Tourist destinations in the Allahabad District and their respective USP  
• Tentative no. of accommodation units at the prime tourist destinations | • Earmarking locations to be covered during the Primary research                 |
Secondary data

Researcher has taken secondary data to carry out present study more meaningfully with help of various reports of Tourism Department, Govt. of India & Uttar Pradesh Tourism Corporation, world tourism organization statistics, various publications on Allahabad tourism. Several magazines, news papers and the internet have also been extensively consulted.

Primary Research

Primary Research was subdivided into the following activities:

1. Finalization of questionnaire.
2. Preparation of the field plan schedule.
3. Execution of field work in Allahabad district on a monthly, frequency through structured Questionnaire.
4. Back checks to ensure consistency and inter – consistency of the data collected from different Sources.

This section deals with the methodology of the present study. An attempt has been made to include:

1- Instrument used
2- Sample
3- Procedure for data collection
4- Statistical treatment of data

As it has already been mentioned in the very outset ( preface) Allahabad district profile and tourist trend analysis are mostly based on primary data generated through researcher’s field survey and direct Contact with
tourists coming to Allahabad district. First of all a general “reconnaissance” survey was made of the entire district and general information about its geography, routes, town, different tourist place of the town was collected. This was just a preliminary survey to have first hand information about the Allahabad district.

**Instrument Used**

In the present study self prepared questionnaire is used to realize the objective of the study. This questionnaire covers various dimensions and items on the issue of “Tourism development and its potential – a case study of Allahabad District” at the same time researcher tried to develop a framework of Tourism development & its potential of Allahabad district by seeking the view & perception of both Tourist & Tourism department of the different participating organization, for realizing these objectives researcher has used one different self-prepared questionnaire, which contains 20 questions for tourists.

**Sample**

The sample for this research was composed of tourists who visited the Allahabad district during June 2010 to February 2011. Distribution of questionnaire was carried out only during the day time between 11am to 4 pm. Respondents were approached & informed about the purpose of this survey in advance, before they were given the questionnaire. For conducting present study 500 samples were taken from tourists.

**Procedure for data collection**

Each respondent was approached individually and was assigned the questionnaire, it was emphasized that the results of the study would be
utilized only for research purpose. Instructions were given verbally, apart from the written words. The respondents were required to answer all the statements honestly & truthfully & not to leave any question or statement unanswered.

**Statistical treatment of data**

Data collected with the help of questionnaire is subjected to simple statistical – mean calculation and the percentage conversion are obtained for interpreting & generating, understanding about the data collected through simple pie, and bar diagram.

**Coding and Data Entry**

The data collected from various sources was cross checked and back checked and coded. The coded data was entered into pre-designed soft format. The data was cross checked in order to ensure quality data for the purpose of analysis.

**Analysis**

The collected data was analyzed in order to churn out the requisite information in accordance with the research objective. Immensely experienced researchers were engaged in carrying out the Analysis.

**Review of Literature**

Various attempts have been made by different authors to write about tourism. The Ministry of Tourism in India has also reviewed the literature on the potential of tourism. The definition of tourism has been discussed prominently by focussing on the evolution and potential of tourism development with special importance to destination of cultural heritage
and analysing the economic, socio-cultural impact and co-operation of the ancillary industry.

**Bajpai K.D. (1954)** is of the opinion that pilgrimage tourism include both recreation and religious needs of travellers. It has also been observed that pilgrimage tourism has become important subject of research by the various authors. The importance of pilgrimage tourism has affected a number of industries. This has also increased the interest of the policy makers to delve into this segment and tap the interest of the customers that would apply to pilgrimage tourism. The researchers are also working to identify the purchasing behaviour of these tourists.

**Karaph (1961)** in his pioneer paper revealed that tourism has a “special function” in the economies of developing countries.

**Bryden (1979)** was a pioneer in his view about tourism development which takes different forms in different context. For the prosperity of the nation, the government collaborates will public and private sectors to promote their interests.

**Attila Barany (1991)** is of the opinion that pilgrimage tourism can help in the transfer of ideas in one’s own personal believes and his personal relationships. Places of religion brings about a better human-being. It is also process of inner-transformation.

**Kiran Sindy (1991)** writes about pilgrimage tourism as an opportunity for the people to visit religious and sacred places as an motivation to fulfil their religious desire.

**Nelson (1993)** has revealed the fact that even non-tourist benefit from the commodities made for the use of the tourists.
Lanfant and Allock (1995) feels that the proper planning and implementation of sound policies by the government can pave a way to balance foreign trade. However, tourism development can cost both the local government and the local tax payers a great deal of money.

Harris and Leiper (1995) believe that tourism offers a great helps to the tourist receiving country in the form of direct revenue. Travel related services is collectively a largest industry in the world and it helps in the promotion of tourism in a major proportion.

Batra and Kaur (1996) have highlighted that there should be harmony between tourism and environment. They believe that social costs are not included in financial report of the tourism industry even though the costs of tourism industry were much more than other industries.

Piernce (1996) viewed the fact that the attraction of the tourist, for the tourist destination encourage them to move out. The essential functioning of the five broad sectors – transport, attraction, accommodation, supporting facilities and infrastructure work for the tourist well-being.

Boyed and Butter (1996) highlighted the importance of eco-tourism in the development of tourism. Eco-tourism is dependent upon the on the quality of the environment and effort should be made to minimize the negative impact on the environment.

Brohman (1998) highlighted that the main problems faced by the third world countries. In these countries, the main problems, like-increasing crime, drug abuse, prostitution arousal, lack of infrastructure, pollution, and environment degradation are found in large scale. Brohman is of the opinion that there should be a proper tourism planning. This planning should involve the local people and the government tourism agencies. The revenue earned by tourism should be used for the benefit of local
people. He is also of the opinion that there should by such strategies that can reduce the negative impact and bring about favourable atmosphere.

**Buhalis (1998)** is of the viewpoint that information technology plays an important role in tourism industry. The increasing use of Information Technology boosts effectiveness and productivity of the tourism organizations.

**Gill (1999)** is of the opinion that pilgrimage tourism has a great moral value because it involves faith and beliefs in the religion and has a desire to participate in pilgrimage. Pilgrimage tourism is different from other kinds of tourism. It is an inner pilgrimage to seek one’s own self and realise the inner harmony. Self-transformation through these kinds of journeys to various.

**Gupta (1999)** praised Indian religious tourism for helping the local communities without causing any negative environmental, cultural and social hindrances.

**Noronha (1999)** revealed in his studies that the benefits derived from tourism were not fully utilized for the development of the local people of Goa. The author in his research recommended that policies should be so made that the profits incurred from tourism industry should be used for the development of Goa.

**Lavkush Mishra (2000)** has revealed that it is the medium to earn maximum earning of foreign exchange. India is well-known for its diversity, is gifted with diversity in every walk of life. Is not only strengthens our national unity and brings about a sense of secularism.

**David Nunan (2000)** opines that pilgrimage tourism can split the beliefs of the people into primitive and modern. He emphasises the desire of the
youth, who would like to create new rituals and rites that they could perform according to their ease and their beliefs.

**Woodward (2000)** advised that the income generated from the religious sites should be used for the maintenance of religious sites. He is also of the opinion that there should be separate planning for those who are visiting for religious purpose and those who are visiting for pleasure, adventure and sight-seeing.

**Hall (2000)** feels that the government has understand the importance of long terms potential tourism. It not only generates income but also promotes international peace and goodwill.

**Tej Vir Singh (2001)** says that tourism provides powerful impact to development of an economy but he feels that mass tourism leads to negative environmental disorder.

**Wilson and John (2001)** Dwells on the role of rural tourism as a means of economic development in rural community. The local government and the people of the area can help in the development of the rural community. Rural tourism is the best means of provide income and employment to the local people by using untapped huge natural resources.

**Biju (2002)** concluded in his study that the means of communication is the main reason behind the tremendous growth of tourism. The introduction of paid holidays also encourages the travel habit of the people. Moreover, the development of information technology has helped in the growth of tourism.

**Riley, Ladkin, Szivas (2002)** feels that tourism is an industry that has potential for sustainable and environmentally friendly growth for many years to come. Tourism as an industry in developing nations put less
burden on traditional agricultural form of farming. Thus, tourism has helped in diversification of economies.

**Cheerath (2002)** in his study finds that the foreign tourists go to Kerala for Ayurveda. But many untrained people got into the ayurvedic form of treatment and bought disgrace to this form of treatment. So, he suggests that Kerala government should formulate policies to prevent a large number of untrained people to enter into this field and who bring negative impact on this tourism by their deeds.

**Bleie (2003)** highlighted on the pilgrimage tourism in central Himalaya focussing on Manakamana Temple in Nepal. He emphasised on the changing modern means of transport. The old traditional ways of transport contributed to the strong religious beliefs because it helped in uniting the people. But the changing means of mechanical transport should be so used that social- cultural harmony could be maintained.

**Poria and Study (2003)** lays emphasis on religion and religiosity on tourism industry. They observed that people with particular religious beliefs prefer to go to the places that support their beliefs. Moreover, the different religious beliefs towards the particular religious sites pave a way for tourists to go to that religious place. These determine the religious tourism according to Poria and Airely.

**Mowforth and Munt (2003)** see the latest trends in the tourism industries. This trend is called “Eco-Tourism”. This kind of tourism involves the preservation of nature and well-being of human culture.

**Rana (2004)** opines that the pilgrims and tourists in Banaras come to this place, as this place has religious and symbolic significance. But the tourists have to face problems like-scarcity of parking, non-availability of authentic maps while visiting Kashi. In order to solve these problems, he
has suggested that proper plan must be made by both the State and Central government.

**Srinivasan and Nath (2004)** have discussed the importance of Information Technology in the tourism industry in India. He has highlighted the importance of integrated tourism, where Information Technology could be used as a model to highlight its importance in the tourism industry.

**Murgan (2005)** highlighted that pilgrimage sites of India are the major cause for the explosion of domestic tourism. In order to keep up with international tourisms, the several challenges like aviation services, policies relating to visa and updating the hotel and hospitable industries should be looked into.

**Parthsarthi (2006)** is of the view that pilgrimage tourism is widely appealing due to the special power and attraction of the place of worship. It is reported that many people experience miracles by visiting the place of worship. Moreover, it is also a big revenue generator.

**Singh (2006)** has highlighted the importance of pilgrimage tourism in the Indian Himalayas. People visit to Himalayas for leisure, adventure, pleasure and to get peace and tranquillity. With the help of awareness building programmes and educating the masses a pollution free environment can be developed.

**Libsion and Muraliedharan (2008)** highlighted the economic importance of pilgrimage tourism in Subrimala to the local residents of Pandahm rural area. During the pilgrimage season the standard of living of the families improved. The author is of the view that the government and the local people should make such plans, both long and short term to reap the maximum benefits incurred during the pilgrimage season.
Madan and Rawat (2009) has studied the impact of tourism on the environment of Mussoorie. He has suggested that the tourism industry of Mussoorie has reached a saturation point and tourism here should be developed and promoted in the nearby areas.

All of these studied reveal the fact that number of researchers have dealt elaborately and expressed their views on tourism as a subject. But a research work on tourism development and its potential with special reference to Allahabad district has not been undertaken to the best my knowledge. Hence the present research study and review scientifically, “Tourism development and potential case study of Allahabad district”. Tourism is one of the largest industries in the world and one of the fastest growing sector.