CHAPTER-3

PROFILE OF THE STUDY AREA

Allahabad is one of the most travelled destinations in India. Allahabad originally called ‘Prayag’ is located on the confluence of rivers Ganga and Yamuna and invisible or mythic Saraswati. It is enriched with a glorious past and it is one of the oldest cities of the world. The area in and around the city is replete with several places of tourist attraction, both historical and religious. Allahabad is a city of many dimensions in addition to having historical, religious and cultural heritage. The city of Allahabad played an important role in the making of modern India. Lord Bragma called Allahabad as “Tirthraj” king of all pilgrimage centres. For a devout Hindu this is a place where he can cross from this finite world into divine. The scripture Ramayana, Mahabharta and the Vedas refer to Allahabad as Prayag. Allahabad has an enriching history from the times of mythology to Mauryan and Gupta Empire to the Mughal and British Empire has witnessed the influence of tourism the various corner of the globe. Hindus traditionally regard river confluence as an auspicious place. The water of Ganga and the Yamuna can be seen to merge into one at the holy Sangam. Allahabad is counted among the holiest of cities in India.

Location and Extent

The Allahabad district is located between 24° 47’ N and 25° 47’ N latitudes and between 81° 19’E and 82° 21’E longitudes. It covers an area of 5246 km2. This district lies in the southern part of the state of Uttar Pradesh in the Gangetic plain and adjoining Vindhyan Plateau of India. Allahabad district is surrounded by district Bhadohi and Mirzapur in the East, Kaushambi and Banda in the west, Pratapgarh and Jaunpur in the North and Banda and Madhya Pradesh are in the south. River Ganga and Yamuna flow through the district.
LOCATION OF ALLAHABAD IN INDIA

Uttar Pradesh

Allahabad District
Administrative Divisions

The district comprises of eight tahsils, namely Sadar, Soraon, Phulpur, Handia, Bara, Koraon and Meja. Tahsil Meja is biggest one according to the area while as per population Tahsil Sadar is the biggest Tahsil of the district. It has 20 development Blocks, 2715, villages and 10 towns. There are twenty development blocks- Kaudihaar, Holagarh, Mauaima, Soraon are the development blocks in the Soraon tehsil, Bahria, Phulpur, Bahadurpur are the development blocks in the Phulpur Tehsil, Pratappur, Saidabad, Dhanupur, Handia are the development blocks in the Handia tehsil, Jasra, Shankargarh are the development block of Bara tehsil, Chaka, Karchhana, kaundhiyara are the development block in the Karchhana Tehsil, Uruwa, Meja, Manda are the development block in the Meja tehsil and Koraon is the development block in the Koraon tehsil.
ADMINISTRATIVE DIVISION OF ALLAHABAD DISTRICT
Climate

The climate of Allahabad district is characterised by a long and hot summer, a fairly pleasant monsoon and cold seasons. The winter usually extends from mid-November to February and is followed by the summer which continues till about the middle of June. The south-west monsoon then ushers in the rainy season which lasts till the end of September. October and the first half of November constitute the post-monsoon season.

WEATER GRAPH OF ALLAHABAD DISTRICT

The district has 8 rain-gauge stations – Allahabad, Handia, Karchhana, Meja, Phulpur and Soraon with records ranging from 62 to 98 years. The rainfall of Allahabad district generally decreases from the south-east to the north-west. About 88 percent of the annual rainfall is received during
the monsoon season. July and August being the months of maximum rainfall. The normal rainfall in the district is 975.4 mm. (38.40”) but the variation from year to year is appreciable on an average there are about 48 rainy days in a year, the variation in different parts of the district being negligible.

**Temperature**

There is one meteorological observatory in the district, the records of which may be taken as representative of the meteorological conditions in the district. From about the middle of November, the temperatures begin to fall rapidly and in January (the coldest month) the mean daily maximum temperature is 23.7°C (74.7°F). In association with cold waves in the wake of western disturbance passing eastwards, the minimum temperature may go down to a degree on two above the freezing point of water and slight frosts may occur. Temperatures rise rapidly after February. The heat in the summer season-particularly in May and the early part of June is intense. May usually being the hottest month of the year with the mean daily maximum temperature at 41.8°C (107.2°F) and the mean daily minimum at 26.8°C (80.2°F). The hot dry and often dusty westerly winds (locally known as loo) make the heat more intense during the daytime especially in the trans-Yamuna tract due to the radiation from the stony outcrops

**Humidity and Cloudiness**

The climate is marked by high relative humidity i.e. 70 to 80 percent during monsoon and progressive decrease in humidity (during the summers humidity is very low i.e. 15 to 20 percent only). During the monsoon season the skies are heavily clouded but during the rest of the
year they are clear or lightly clouded except for short spells of a day or
two during the cold season when in association with the passing western
disturbances, they become cloudy.

**Winds**

Winds are generally light throughout the year with some increase in force
in the summer (particularly in the afternoons) and during the south west
monsoon season. From November to April they blow predominantly from
the west or north-west. By May easterlies and north-easterlies also
appear. In the monsoon season, the direction of the winds is either south
west to west or north-east to east. By October the north easterlies and
easterlies become less frequent. The mean wind speed for the district in
Kilometres per hour is 4.2 in January, 5.0 in February, 6.0 in March, 6.6
in April, 7.6 in May, 8.7 in June, 7.7 in July, 6.9 in August, 6.0 in
September, 3.7 in October, 2.7 in November, and 3.2 in December, the
mean annual speed being 5.7.

**Flora**

The reserved forest area under the state forest department in the district is
19839 hectares of which nearly 98 percent lie in trans Yamuna own
mainly in two sub-divisions Meja 14832 and Bara 4806. Phulpur and
Karchhana have no forest cover. Till the beginning of the present century
patches of 'dhak' were found in the trans-Ganga tract mostly between
Phulpur and Sarai Mamrez, along the bank of the sasur khaderi, but most
of them were cleared for agricultural purposes during the following
decades. The right bank of the Ganga has patches of babul. Forest now
exist only in the trans-Yamuna tracts in Bara tahsil and the southern tracts
of tahsil Meja. The chief varieties of trees found in these forest are Dhak
(Butea monosprma), Kakor, (Ziziphus globerrima), Aonla (Emblica
ofbicinalis), Kahwa (Terminalia arjuna), Jharberi (Ziziphus numilaria), Kanju (Holoplelea inegrifolia), Mahua (Madhuca indica), Semal (Salmalia Malabarica), Salai (Boswellia Serrata), Khair (Acacia Catechu), Harra (Terminalia chebula), Chiraunji (Buchanania lazon), Bahera (Terminalia belerica) and Babul.

**Fauna**

Forest cover plays an important role in the economy of the district. The supply of fuel, fodder and bamboo's etc. is made from these forests. The wild life of the district has depleted considerably owing to the destruction of forest and reckless shooting in the past. In 1880 wolves became such a past that rewards were given for their destruction. They are found in the trans-Yamuna tract and especially along the banks of the Ganga. The number and species of wild animals are much greater in the trans-Yamuna tract than elsewhere in the district. The tiger (Panthera tigris) visits the district from Mirzapur or Madhya Pradesh. The bear (Melursus ursinus) is found in the southern part of the trans-Yamuna tract and the leopard (Panthera Pardus) is sometimes seen in the ravined area of the Yamuna in tahsil Bara and the southern part of the tahsil Meja. The bear and the Chinkara (Gazella bennetti) also known as the Indian gazelle or ravine deer are found in tahsil Bara and the Sambar (Cervus unicolor) occurs in small numbers in the southern part of tahsil Meja. The hyaena (Hyaena hyaena), considerable herds of the Indian blank buck (Anteloppe cervicapra) and the boar (sus secrofa), which do much damage to the crops, are also found in the last also being met with in the flood plain of the Ganga and the doab. The milgai or blue bull (Boselaphus tragocamelus) is found in the tahsil of trans-Yamuna tract. The fox
(Kulpus bengalensis), the hare (Lepus rufica udatus), and the sahi or Indian porcupine (Hystrix leucura) are found throughout the district.

**Minerals**

Mineral wealth of the district has great significance in terms of socio-economic prosperity and economic base. It contributes largely for developing an area by providing economic opportunities and enriching an area with its natural endowments. The mineral products that are commonly found in the district are glass sand, building stone, Kankar, brick earth and reh.

**Glass Sand:** Some of the best glass sand deposits are found in the neighbourhood of Shankargarh and Lohgara (both in tahsil Bara) and the requirements of most of the glass factories in northern India are drawn from these deposits.

**Building Stone:** The Kaimur sandstone is an excellent building stone. It lies in beds varying between 150 m.m and 2.5 m.m thickness. These stones one found in the southern parts of the district.

**Population**

According to the census of 2011 the population of the district is 5,959,798. There was change of 20.74 percent in the population compared to population as per 2001(4,936,105). In 2001 district recorded increase of 26.61 percent to its population compared to 1991. Allahabad district population constituted 2.99 percent of total Uttar Pradesh population. The average density of population of the district 1,087 in 2011. Total area under Allahabad district is of about 5,481sqkm.
Population Structure

Sex Ratio

In the total population of 5,959,798 there were 3,133,479 males and 2,826,319 females. Thus the percentage of males is 52.5 as compared to 47.5 of females. So the sex-ratio of this district is 902 females per 1000 males.

Literacy

Average literacy rate of Allahabad is 74.4% in 2011. If things are looked out at gender wise male literacy were 85.00 and female were 62.67. There are major differences between urban and rural areas literacy percentage. In urban area literacy rate is 84.52 in other hand rural literacy rate is 70.88.

<table>
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<tr>
<th>Area</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>83.57%</td>
<td>57.09%</td>
</tr>
<tr>
<td>Urban</td>
<td>88.98%</td>
<td>79.33%</td>
</tr>
</tbody>
</table>

Source: Census 2011, Government of India

Settlement

The total area of Allahabad district reduced from 7261.00 sq.km. to 5437.20 sq. km. due to carving out of new districts. There had also been obvious changes in the number of residential houses and number of households during the last 40 years. The number of residential houses increased from 421771 in 1961 to 486256 in 1971 which shows an increase of 15.29 per cent during the decade. The trend in the increase of
residential houses increased to more than 20.0 per cent during decades 1971-81 and 1981-91 which recorded an increase of 28.48 per cent during 1971-81 and 23.40 per cent during 1981-91 respectively. Thus the number of residential houses have been increasing at the rate of around 24 per cent or more per decade. Though this is an obvious offshoot of increase in population, it will have serious implication for land use planning during the coming decades.

**Urbanization**

Urbanization plays an important role in the development of a region. Urban centre being nodes of settlements are real foci of social contacts and economic growth performing a number of important activity. The term ‘urbanisation’ suffers from confusing variety of definition as given by sociologists, economists, geographers and urban planner from their different points of view. In general, most of the studies of urbanization have been made in social, economic and demographic contexts.

From social and cultural points of view, urbanization means the way of life and livelihood different from rural life. It shows the changing behaviour pattern from rural to urban, which includes quantitative improvement in the systems of housing, water supply, means of transport and communication, administrative and educational institutions and many other micro aspects of life as culture and tradition. ‘Urbanization usually is said to be taking place when the proportion of total population that is residing in places defined as urban is rising or when urban population is growing at faster rate than the average rate of growth of nation (Davis, 1962).

So it is clear that the measuring of the processes of urbanization involves a combined set of socio-economic and demographic factors. Urbanization
as being the process of becoming urban, moving to cities, changing from agricultural to other pursuits common to cities and corresponding changing of behaviour pattern.

Urbanization of any region is the result of natural growth (birth rate high and death rate low), increase in the number of towns (either by origin or by rural urbanization) and migration of people from rural to urban areas (because of industrialization or urbanization).

Though Allahabad had been divided, the area under urban limit increased from 89 sq.km. in 1961 to 146.8 sq.km. in 1981. i.e. an increase of 64.94 per cent during two decades. The share of urban population has increased from 18.12 per cent in 1961 to 24.72 per cent in 2001. The share of urban population in 2011 is 24.78.

Agriculture

Agriculture is influenced by the geographical and climate condition of any area. In Indian greater plan agriculture is main source of livelihood of the people. In the district of Allahabad agriculture plays a vital role in its economy. Geographically the district is divided into 3 tracts- the trans Ganga tract, the Doab and the Yamuna tract. The Trans Ganga tract and the Doab more fertile than the trans Yamuna tract which is poor and precarious as weed has caused much land to be abandoned. Paddy this is one of the most important food crops in the district. It requires heavy rain fall or irrigation facilities, fertile soil and considerable amount of hard labour for the yield to be good. Area under paddy cultivation increased from around 30.7 per cent of net sown area in 1960-61 to around 57.06 per cent during 2000-01 Jower is one of the important food crops in Kharif and forms one of the major elements in the diet of the poor village folk. It can be easily grown even in poor and sandy soil where facilities
for irrigation are limited or not available. Bajra and Maize are also main food crop are produce in Kharif.

Wheat is the principal crop of Rabi and is grown in all parts of the districts. The largest quantity of wheat in the district is grown in the Tahsils Meja, Karchhana and Soraon.

Area under wheat cultivation increased from 11.60 per cent in 1960-61 to 57.31 per cent of net sown area in 2000-01. Barley, Gram and Pea are also grown in Rabi crop.

Fruits and vegetation also occupy a sizable area of the district and form an important proportion of Zaid crops. Allahabad is the famous for production of the delicious Guavas. Mangoes, citrus fruits, melons and murmelons are the main fruits grown in the district. Besides wheat and paddy, other crop whose area under cultivation increased is potato. The area under potato increased from around 0.90 per cent in 1960-61 to 3.36 per cent in 2000-01.

**Industries**

The city of Allahabad is considered as seventh most populous city in the state of Uttar Pradesh. In the year 2011 the economy of Allahabad was declared as the 130th fastest growing city of the world. Allahabad is well-known as a industrial township. There are about 18 medium and large scale industries and 3000 small scale organizations. According to All India Census for small scale industries there are about unregistered 10,000 units under small scale industries. This gives employment thousands of people.

Most of the industries in Allahabad are related to glass and wire products. Phulpur and Naini are the two prominent zones of the city. There are
many unit of public and private companies in these zones. The unit of Baidynath Ayurveda in Naini, Areva Multinational Group, Indian Telephone Industries Ltd, Bharat Pumps and Compressors, Hindustan Cable Ltd, Manufacturing Division of Reliance Industries, IFFCO in Phulpur are some of the significant industrial organizations found in the Allahabad district.

National Thermal Power corporation and Jape Group have jointly set up there thermal power mega projects supposed to be finished by 2016. A bottling plant for packing Rail Neer with public and private partnership is being set up by Indian Railway in Allahabad.

Bharat Petroleum Corporation Limited, the country’s largest companies of all marketing is in the process set up a refinery project to meet the demand and supply of fuel in north of India. The main industries Allahabad are agriculture, fishing and tourism. Allahabad is the largest commercial centre in the state with second highest per capita income and the third greatest GDP in the state following Kanpur.

**Socio-Cultural Development**

Allahabad is one of the most religiously diverse city in India. Culture and religion play a central and definite role in the life of people of Allahabad. The city of Allahabad is well-known for religious tourism. Allahabad is well-known for its literacy and artistic heritage. It is called the “literacy capital of Uttar Pradesh.” Huen Tsang and Fa Hien the Chinese how visited Allahabad in the 5th and 7th centuries respectively found the city thriving. It is believed that Lord Rama, the main protagonist of Ramayana before proceeding to Chitrakout spent some time with sage Bharadwaj in his Ashram here in Allahabad. Allahabad is the birthplace of Hindu holy scriptures- The Veda, The Ramayana and Mahabharta.
Allahabad was a Provincial capital of India in the Moghal empire under the reign of Jahangir. During the days of Indian independence struggle Allahabad was on the fore front of national struggle. The city of Allahabad was the centre of Indian Mutiny (1857) and the centre of Indian independence movement. Geographically Allahabad stands at a strategic point, it is the last point of Yamuna river.

The mother tongue of about 98 percent of the population of the district is Hindi, the dialect of the people in the district being Avadhi which merge into Bagheli in the south and south-west and into Bhojpuri in the east. The district has been famous since ancient times for its Sanskrit and Hindi scholars. The earliest known Sanskrit literary figure is Bharadvaia, the learned Vedic sage of Prayag, who wrote (about 3,000 B.C.)

During the 19th and 20th centuries, Hindi literature was modernised by authors such as Mahadevi Varma, Sumitranandan Pant, Suryakant Tripathi 'Nirala' and Harivansh Rai Bachchan. A noted poet was Raghupati Sahay, better known as Firaq Gorakhpuri. Gorakhpuri and Varma have received Jnanpith Awards Allahabad is a publication centre for Hindi literature, including the Lok Bharti, Rajkamal and Neelabh. Persian and Urdu literature are also studied in the city. Akbar Allahabadi is a noted modern Urdu poet, and Nooh Narwi, Tegh Allahabadi, Shabnam Naqvi and Rashid Allahabadi hail from Allahabad. English author and 1907 Nobel laureate Rudyard Kipling was an assistant editor and overseas correspondent for *The Pioneer*.¹

Prayag Sangeet Samiti in Allahabad established in the year 1926 remains the premier institution for practice and propagation of music in India. Its sole aim is to popularize the case of Indian classical music in India. Kathak, a classical dance form, involving gracefully coordinated
movements of feet along with entire body, grew and flourished in Uttar Pradesh Prayag Sangeet Samiti which is situated in Allahabad, arised out of several activities in the field of Hindustani music. It holds examination from beginner’s level and has three branches in Allahabad, where about 500 students learn vocal and instrumental music and dance. It has about 1300 centres all over India and abroad with a total of 125,000 students appearing for its exams every year.

**Main Areas of Tourist Interest**

Allahabad is a most important holy spiritual and religious centre of Hinduism in India. Allahabad is one of the oldest cities of the world. During the course of time Allahabad has become a centre of Hinduism, spiritual learning and philosophy. Its historic affiliation and importance as religion and philosophy, the city has witnessed several changes. Because of long and diverse historical and political background it has many dimension, Therefore Allahabad offers different types of tourist attractions. Allahabad is one of the oldest city of the world and has a rich, glorious and diverse history. Allahabad has several historical and religious monuments from different period of Indian history. Lalita Devi and Alopi Devi temple are the oldest Hindu temples built during the ancient period. Bhardwaj Ashram is the famous monument in the Ramayana period. Tomb of Khusru which was built during the medieval period. All Saint Cathedral built during British period and Anand Bhawn symbol of freedom struggle India.

*Allahabad is a bearer of the rich heritage of India’s past.*
Sangam

It is one of the most known holy places at the confluence of three rivers the Ganga, Yamuna and Saraswati. The actual location of Sangam is better known as Triveni, located on the banks of River Ganges and Yamuna. The third river, namely Saraswati is a mythical river which remains invisible to the visitors. It is said that the river flows beneath the earth and meets the other two from their base. The point of the confluence of these rivers is the holy place where thousands from all across the world come down to offer their prayers and worship. The point of confluence is a sacred place for the Hindus and the place has witnessed thousands taking a dip in the Holy Rivers. A bath at the point of confluence of the rivers is regarded as one of the holies baths in one’s life and it is believed that a bath at this point helps in washing away all your sins. The sight of the muddy and pale yellow water of Ganges merging with green water of Yamuna makes a brilliant spectacle for the tourists.
The confluence of the rivers means the end of course for River Yamuna and it continues to be River Ganges. At the point of the nexus Ganges is a mere 4 feet deep whereas Yamuna’s depth is around 40 feet. Sangam is also famed for the place which is believed to be the place where according to the Hindu mythology nectar fell out of the pitcher from the hands of the Almighty. So the myth followed that a wash in Sangam will wash away all the sins. It is also the place to find the clear way to heaven after death and getting out of the eternal cycle of life and death. The place is also the host to the famous and very sacred Kumbh Mela that takes place after a period of 12 years.

**Allahabad Fort**

Allahabad fort was one of the best garrisons of Mughal empire. It was built by emperor Ashok but repair by empire Akbar in 1583. The fort is marvellous for its design, construction and craftsmanship and it has three galleries with high towers. In the fort there are gigantic polished sandstone about 10.6 metre high believed to have been constructed in 232 B.C. The other great attraction of the Allahabad fort is Jodhabai palace. Jodhabai palace is a unique fusion of Hindu and Islamic architecture. In the fort is a well called “Saraswati Koop”
Ashoka Pillar is one of the oldest archaeological evidence of Allahabad district. It is unique example of ancient monument made of polished sandstone, it stands 10.6 m high, and dates back to 232 B.C. The pillar has several edicts and a Persian inscription on it, commemorating Akbars accession to the throne. Now it is situated inside the Akbar fort.

Patalpuri or the underground temple and the centuries old banyan tree “AkshayaVata” there is a reference about this tree in the travelogue of Huen Tsang, the famous Chinese traveller. Legend has it that, that it is an eternal true that would not get destroyed ever. In 1999 a small temple was made near it with the statues of Ram, Lakshman and Sita. About 22 meters of cloth is used in wrapping around the tree near its roots. The Akshay Vat, or the eternal tree that is indestructible. It is said that Lord Ram had spent a night near this tree while on his way to the wilds. It is also a holy site for the Jains. Inside the fort there is also a railway track made by the East India Company which comes from Allahabad Railway station to use it during the war.

**Anand Bhawan**

Anand Bhawan was constructed by Pandit Moti Lal Nehru an Indian lawyer, freedom fighter and a political leader in the year 1930. It was the residence of Nehru family. The original mansion was transformed into the local head quarters of the Indian National Congress. Originally Swaraj Bhawan belong to Sir Syed Ahmed Khan 19 century Muslim leader and educationist. This house bought by Moti Lal Nehru 1900 became a cradle to the Indian freedom struggle which use to be the headquarter of the congress committee. First prime minister of India, Pandit Jawaharlal Nehru also lived here and his daughter, Indira Gandhi the future prime minister of India was born in Swaraj Bhawan.
Both Swaraj Bhawan and Anand Bhawan are of historical value because this Bhawans played a vital role in the matters relating to freedom struggle. Several important decision and events took place here.

In present time a museum established by the government. The most interesting part of the museum is Nehru’s bed room and study. There is a room specially dedicated to Mahatma Gandhi, father of the Indian Nation, where he used to stay during his visits. There is a room specially dedicated to Indira Gandhi as well that houses many of her belongings. The drawing room also houses some of the belongings of Moti Lal and Jawaher Lal Nehru. The study is another interesting section where you can glance through numerous book shelves that are full of titles dedicated to Marx and Lenin. Out in the lush green garden is an out houses that
houses a picture gallery dedicated to life and times of Jawher Lal Nehru. Next door is Swaraj Bhawan, where Moti Lal Nehru until 1930. It houses a museum featuring dimly lit rooms and an audio-visual presentation ‘the story of independence.’

Allahabad Planetarium, Allahabad was established in the year 1979. The Allahabad Planetarium in Allahabad in India was built to promote scientific thinking. It is located beside the Anand Bhavan.

**Khusrau Bagh**

Khusrau Bagh is a large walled Mugal Garden. Khusrau Mirza, the eldest son of Emperor Jahangir died in year 1622, Shah Begum Khusrau’s mother (died 1622) and Khusrau’s sister Princess Sultan Nithar Begam. It contains four beautiful tombs which form the most conspicuous feature of the garden. The eastern most tomb is that of Khusrau with an inscription giving the year of his death as 1622 A. D. and its west tomb is his sister’s tomb containing several inscriptions, most of which have been defaced. Next to it is that of Khusrau’s mother tomb. The fourth mausoleum, locally known as the Tambolan’s tomb, which stands in the central part of the garden has no sign of a tomb and is without any inscription.
Allahabad University

Allahabad University also called the “Oxford of the East”. Is one of the oldest Universities in the Indian sub continent. Allahabad University lies in the Muir Central College named after Lt Governor of North Western Provinces, Sir William Muir in 1876. It later evolved to the present University that is Allahabad University. The Senate Hall, administrative building and Science Faculty are excellent example of English Colonial architecture. More than 100 years old, these buildings present a magnificent view of detailing and craftsmanship in yellow sand stone.

Muir College (1874)

Muir College is a very beautiful monument of British period which enhanced Allahabad tourism base. It is designed by William Emerson; this is an excellent mix of Gothic and Indian architectural elements. Commenced in 1874 and opened in 1886, it has an arcade quadrangle which is dominated by a 200 feet minaret tower in cream coloured sandstone from Mirzapur with marble and mosaic floors. The domes of the Indo-Saracenic structure are clad in Multan glazed tiles.
Mayo Memorial Hall (1979)

Mayo Memorial Hall is situated near the Thornhill and Myne Memorial, this large hall has a 180 feet high tower. The interior of this memorial hall was ornamented with designs by Professor Gamble of the South Kensington Museum, London. Completed in 1879 this hall was meant for public meetings, balls and receptions in commemoration of the assassinated Viceroy.

Public Library

Thornhill Mayne Memorial is the marvellous monument is perched in Company Garden. The monument has served as the house of legislative assembly in British era when Allahabad was the capital of United Provinces. Presently it has been converted to a library which is popularly known as Public Library. The monument is beautifully carved from white sandstones and is drenched in Gothic serenity.

Allahabad Museum

Allahabad Museum is one of the unique, well-maintained and rich museums in India. It is established in the year of 1947 and inaugurated by Pandit Jawaharlal Nehru, India’s first prime minister. In this museum there are separate 18 galleries devoted and dedicated to archaeological finding, art, natural history exhibits, and art facts galleries. The uniqueness of this museum, displayed of prehistoric and world oldest urban civilization Indus Valley monument like- antiquities, stone, sculpture, textiles, weapons, terracotta, bronzes, seals and paintings that well known only here. Other beautifully displayed in the museum are Buddhist monuments found in the Kousambi nearest district of
Allahabad. Most interesting part of this museum is the large collection of coin including Kushana and Gupta gold coin

**Company Bagh and Minto Park**

The garden is witness of Allahabad that is rich and has varied culture background. It is located in the heart of the city and just behind Allahabad museum. This park is witness of Indian freedom struggle. Our great freedom fighter, Chandra Shekhar Azad died in this park. This park is the national monument.

Another most beautiful park in Allahabad is Minto park. It is located near Saraswati Ghat in Yamuna. The park has an important position in the history of British India. The park is constructed on the same place where Lord Canning read out the declaration of Queen Victoria’s proclamation in 1858. After 52 years in 1910, Lord Minto laid a foundation stone in this park.

**Mankameshwar Temple**

It is situated near Minto park on the west of the fort along the Yamuna river. It has a black stone lingam and statues of Ganesh and Nandi. There is a grand statue of Hanuman and an ancient Peepal tree near the temple. This ancient Shiv temple is located in Barra tehsil 40 km south-west from Allahabad. The Shivling is installed on top of a 80-feet high hillock among picturesque surroundings. It is said that the 3-1/2 feet Shivling is much deeper underground and it was installed by Lord Ram while going to Chitrakoot. There are many smaller idols here, a huge banyan tree and a well.
Shringverpur

It is located in Soraon tehsil, 33 km from Allahabad on the Allahabad-Lucknow highway. One has to go about 3 km off the highway towards the Ganga. Its official name is Sigraur. It was the ashram of Shringi rishi. There is a temple of Shringi rishi and goddess Shanta. Ruins of the fort of Nishad king Guh are also here. Ram, Lakshman and Sita had stopped here while on their way to exile from Ayodhya, and had asked the kevat for a boat to cross the Ganga. Mention of Shringverpur is made in several religious texts and later, in official documents. It was possibly a center of sun worship. Several excavations were held there, yielding invaluable findings.

Takshakeshwar Nath

This is a temple of Takshakeshwar Lord Shankar located in south of Allahabad city in Daryabad locality on the bank of the Yamuna. A little away is the Takshak kund in the Yamuna. Legend has it that Takshak the serpent had taken shelter here after being hounded out of Mathura by Lord Krishna. There are many Lingas and idols in here as well as an idol of Hanuman.

Samudra Koop

Samudrakoop is situated on the eastern Sangam Bank on a high mound. The Samudrakoop has been mentioned in Puranas and religious books. It is about 15 feet in diameter and is built of big stones. The entire premises are surrounded by a stone wall. It is said that it was built by the king Samudragupta hence the name. It is also said that the water level below the well is equal to the sea level, hence the name. This site has
ignored and not well-maintain, but it has huge potential to become a famous tourist spot in Allahabad district.

**Someshwar Temple**

Someshwar Temple is the famous Shiv temple of Allahabad district. It is built below the ground level inside the fort on the bank of the Yamuna. There is a long corridor and there are 44 idols in here with a Shivling in the center. It was renovated by Bajirao Peshwa in 1735, and some idols date back to 17th or 18th century. Legend has it that Lord Rama had come during his exile.

**Nag Vasuki Temple**

This temple is located on the northern corner of Daraganj on the bank of Ganga. There were statues of Nag Raj, Ganesh, Parvati and a reclining statue of Bhishma Pitamah. There is a Shiv temple in the premises. A big fair is held on Nag Panchami day.

**Sankar Vimman Madappam**

Sankar Vimman Madappam temple is built by shri Kanchi Kamkoti Peeth, in south Indian style of architecture. It is a four storey and 130 feet high temple constructed in the year of 1986. In this temple many attractive statues are there like- Kumaril Bhatta, Jagat Guru Shankarachary, Kamakshi Devi (with 51 shakteetha), Tirupati Balaji, Yogashashtra Sahasrayoga Linga (having 108 shivas around ). Beautiful pictures showing the whole life of Adi Shankracharya adorn the walls of the temple. In the temple doors built of sandal wood with artistic carving this make temple more glorious.
**Bhardwaj Ashram**

Bhardwaj Ashram is also very ancient monument of the Allahabad district. Bhardwaj was a great sage in Ramayan period. According to Ramayana sage Bhardwaj lived in the bank of Ganges with 10,000 pupils. In this Ashram Lord Rama sought the sages blessing during his exile from Ayodhya. Because of this incident Ashram has acquired an holy importance. There is a Shiv temple as also statues of Bhardwaj, Yagyavalkya and other sages, gods and goddesses. Bhardwaj was a disciple of Valmiki. Earlier a huge temple used to stand here that was razed, and there was a Bharatkund atop a mountain, that has been filled with garbage now.

**Shiv Koti**

Shiv Koti is the mythological place situated on the bank of Ganges. In this temple Lord Rama in his exile from Ayodhya worshiped Lord Shiva after crossing Ganges. In present time Narayani Ashram establish here, there many temple built in Ashram surrounding. There is the ashram of Shri 1008 Shri Narayan Prabhu established by him in 1948. The grand Lakshmi Narayan temple with marble idols and a Durga temple attracts a big fair in the month of Shravan.

**Hanuman Temple**

Hanuman temple in Allahabad is located on the bank on Sangam. It is another very important pilgrimage centre of district. This temple is famous for his unique statue of lord Hanuman, 9 feet long in lying condition.
All Saint Cathedral

All Saint Cathedral Church a beautiful monument of British period located is located in Civil Lines. All Saint Cathedral was built in the memory of Bishop Clifford. Church was designed by Sir William Emerson in the year of 1870. This cathedral is undoubtedly the most it is unique structure of European architecture built with red stone. The mass is erected in light yellow and the defining boundaries are etched in dark pink. The interior is more beautiful than exterior with high ceilings and stone gothic arches. This is more beautiful than St. Francis church of Goa.

Kalyani, Lalita and Alopi Devi Temple

The source of all three temples is one. There are three Shaktipeeth located in Allahabad and gives them pilgrimage importance. Shaktipeeths are the place where Goddess Sati body parts are believed to have fallen. According to Purans Kalyani Devi temple is around 1500 year old. Chaitra Navratri and the Ashwin Navratri are main festivals that are celebrated largely in these temples. Alopi Devi Mandir in Alopibagh which is one of the oldest Hindu temples built during the ancient period.

Kumbh Mela

Allahabad hosts world’s biggest religious fair Kumbh Mela. Allahabad a city of many dimensions is a major pilgrimage centre. It is a land blessed by Gods. A dip in the holy Sangam during Kumbh Mela is a must for the people to attain Moksha. It is organise one’s in a every twelve years. At the time of Kumbh Mela the largest ever human gathering in the history can be seen. It is the biggest festival of Hinduism. Kumbh Mela began on Makar Sankaranti the day when sun and moon enter Capricorn and Jupiter Enters Aries.
History of Kumbh Mela

One of the most popular and amazing mythological stories found in ancient Indian texts is Amrita Manthan that is, churning of the ocean for nectar, the celestial water of immortality. As the story goes, once the gods and demons agreed to churn the great ocean and share the treasures or the 'ratnas' that will emerge from it. The legend thus goes- the gods and the demons fight for a pot of nectar (Amrit Kumbh): the nectar of immortality. The demons finally caught up with Garuda and in the ensuing struggle, a few drops of the precious nectar fell on Allahabad, Nasik, Haridwar and Ujjain. Since then, the Kumbh Mela has been held in all these places, alternatively, every 12 years.

The first written evidence of the Kumbh Mela can be found in the accounts of Chinese monk Hiuen Tsang who visited India in 629–645 CE, during the reign of King Harshavardhana. However, similar observances date back many centuries, where the river festivals first started getting organised.
According to medieval Hindu theology, its origin is found in one of the most popular medieval puranas, the Bhagavata Purana. The Samudra manthan episode (Churning of the ocean of milk), is mentioned in the Bhagavata Purana, Vishnu Purana, the Mahabharata, and the Ramayana. The account goes that the Devas had lost their strength by the curse of Durväsā Muni, and to regain it, they approached Lord Brahma and Lord Shiva. They directed all the demigods to Lord Vishnu (full story on kumbh mela) and after praying to Lord Vishnu, he instructed them to churn the ocean of milk Ksheera Sagara (primordial ocean of milk) to receive amrita (the nectar of immortality). This required them to make a temporary agreement with their arch enemies, the Asuras, to work together with a promise of sharing the wealth equally thereafter. However, when the Kumbha (urn) containing the amrita appeared, a fight ensued. For twelve days and twelve nights (equivalent to twelve human years) the Devas and Asuras fought in the sky for the pot of amrita. It is believed that during the battle, Lord Vishnu (incarnated as Mohini-Mürti) flew away with the Kumbha of elixir spilling drops of amrita at five places: Allahabad (Prayag), Haridwar, Ujjain, Nashik and Chataradham.

Kumbh Mela has gained international fame as “the most massive act of faith”. Pilgrims come to this holy event with such tremendous faith and in such overwhelming numbers that it boggles the mind. Faith is the pilgrims at Kumbha Mela they have an unflinching in something sublime.

By 1977, the numbers of pilgrims attending kumbh Mela had to risen to 15 million by 1989 the attendance was in the range of 29 million- nearly double that of the previous record. The largest religious gathering on Earth, around 70 million people from around the world participated in the Kumbh Mela 2001.
## Table 3.2 - Tourist Arrival Data During Magh/Kumbh Mela

<table>
<thead>
<tr>
<th>Year</th>
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<th>Total no. of tourist</th>
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</tr>
<tr>
<td>2011</td>
<td>2370000</td>
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</tr>
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</table>

Source: Regional tourist office Allahabad 2002-2011

Maha Kumbh Mela 2013 is scheduled to start at Allahabad from 14 January and it is the first auspicious date for bathing in river Ganga. Last time duration of the Kumbhmela was 44 days but this time it will last for 56 days and that is the reason why a massive eighty million devotees are expected to take a dip in the water of holy river Ganga this year. Administration of Uttar Pradesh State Government is fully prepared for Kumbha Mela 2013 and special arrangements are being made by the
officials so that the pilgrims do not face any difficulty during this holy period.

Last time when Kumbh Fair was celebrated in 2001, around Fifty million devotees participated in Mahakumbh and it was a record in itself. But in Kumbh Mela 2013, the number of pilgrims will certainly be far more than the last time and that number may be close to even 85 million.

**Dashehra**

Dashehra celebration of Allahabad district is unique in the entire North India. Dashehra is celebrated on the tenth day of the bright half of Asvina to commemorate the victory of Rama over Ravana (or of good over evil). Ramlila celebration is held at several places in the district. In city scenes from the Ramayana are staged daily at Rambagh and processions with tableaux from the great epic are taken out in different localities on sixth day in the Civil Lines, on seventh day in Daraganj, on eighth day in Katra, and on ninth day by the Pajwa Ram Dal. On Vijaya Dashmi the tenth and final day, the Pathra Chatta and Pajwa Ram Dal.

**Tourist inflow –Allahabad District**

Allahabad is a very important tourist destination of Uttar Pradesh, the tourist inflow at Allahabad district is very encouraging as data mention below.
Table 3.3 - Year wise visitor in Allahabad District

<table>
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Source: Regional tourist office Allahabad 2001-2011

Tourism Infrastructure of Allahabad

Successful tourism development will depend on well-maintain and convenient infrastructure. Therefore a number of ancillaries industry and organisation, which should be considered by all tourism groups, including coordination and leadership, policy, communication, hospitality, marketing, customer care, training and monitoring etc. are essential for tourism development. In brief tourism infrastructures are classified as:
1) Road and Railways
2) Air transport
3) Hotel and other accommodation
4) Travel agencies
5) Information centres
6) Public amenities

**Transport**

“Transport is life-blood of the present industrial framework, as between the producer and consumer lies a distance which has to be covered by transportation facilities,” (Jones and Darkenwald 1947, p. 575.) Transport infrastructure play important role in the growth and development of the district. Tourism development also depends on the safe, convenient and affordable transportation facility.

Allahabad district has provided ideal condition for the development of transport and communication facilities because of plain and fertile land. As the major means of transport, there are three types of roads in the district-

1) National and state highway
2) District roads
3) Village roads

National Highway 2 passed through the middle of the city. National Highway 2 is also proposed as one of the routes of Golden Quadrilateral Highway, Delhi-Kolkata section, but it runs out of the city through newly constructed bypass. NH 96 connects to NH 28 at Faizabad. Another is NH 27 which is 93 km (58 mi) long and starts from Allahabad and ends at
Mangawan in Madhya Pradesh connecting to National Highway 7. A four lane access controlled bypass road of 84.7 km aided by World Bank is completed. There are other state highways that link Allahabad to all other parts of the country. A number of road bridges on rivers Ganges and Yamuna have been built to connect Allahabad with its suburb towns like Naini, Jhusi etc. A new eight lane access controlled expressway - Ganga Expressway is also.

In Allahabad locally used means of transport are auto- rickshaws, buses and taxis. The locals highly prefer commuting by cycle rickshaws because these connect small distances through the narrowest and innermost lanes in Allahabad, they are cheap and available all around the city. The three wheeler auto rickshaw service also very popular and affordable means of transport. Other than city bus service is also available here, these buses have connectivity to almost every area and route in Allahabad.

**Train**

Served by Indian Railways, Allahabad is the headquarters of the North Central Railway Zone, and is well connected by trains with all major cities, namely, Kolkata, Delhi, Mumbai, Chennai, Hyderabad, Indore, Lucknow, Bhopal, Gwalior, Jabalpur, Bhubaneswar, Cuttack, Bangalore and Jaipur. Allahabad has eight railway stations within its city limits namely Prayag, Allahabad City (Rambagh), Daraganj, Allahabad Junction, Naini Jn, Prayag Ghat, Subedar Ganj & Bamra.
Air

Nowadays air transport is the most popular mode among tourists because it is speedy and convenient. Luckily Allahabad has also well-connected by the domestic air transport facilities. Bamrauli Airport which is located around 12 km away from the city is connected to Delhi, Mumbai, Kolkata, and Lucknow.

Accommodation

Reasonable and adequate accommodation at the tourist destination satisfying quantitatively as well as qualitatively, the essential needs of tourist, is an important factor. Comfortable hotels and other accommodation units play a vital role in popularizing any tourist destination. A person who moves out of his home enjoys the same facilities and comforts as in home he will then be attached to the place of his tour, otherwise it is quite likely that he might never return to that place.

In Allahabad different types of accommodation facilities are available for the tourist. Star category hotel, budget hotel, Dharramshala, Tourist bungalow, and Dormitory/hall. These accommodation units provide comfortable stay for the different categories of tourists, whereas star hotel provide luxury facilities for the rich tourist and budget hotels and Dharmshala gives suitable stay for other tourists and pilgrimages. In Allahabad there are several other economic hotels and lodges nearby Railway Station.
Travel Agencies

The travel agencies are defined as a firm qualified to arrange for travel-related retail services on behalf of various tourism industry principals. (Goldblatt, J., Nelson, K. S.)

In modern time travel agencies are the important part of tourism sector. In present time tourist demand comfortable and fast prepaid service, travel agency offer such kinds of service perfectly. Today’s Internet service is the important part of human life it is not only popular in urban areas but it is also spread very fast in rural areas. Wide and fast network of internet services gives new boost to travel agencies work. Travel agencies offer package tour plan which is fixed and replant service, accommodation, transport, side seen, food etc are include in the package. Because of that tour package become convenient, time saver and affordable for tourist. Travel agencies also helpful for promotion and marketing of the destination. The significance of travel agencies in tourism development of any destination can be synthesized as following manner:-

➢ Travel agencies have organised tour plan according to consumer demand because of that its easily influences tourist to visit any destination.

➢ Travel agencies always help and play crucial role for promoting tourism as well as creating good image impact.

➢ Now a days, well organized travel agencies offers all facilities for tourist under one roof which facilitate to tourist to save their time and enjoy their journey without any hurdle.

Approx 85 travel agencies are operating in Allahabad District. Most travel agencies operating here are small or subsidiaries of national
agencies. There are an average 4 employees in which 76% are tour operators and 24% of them are retailers.

**Food and Beverage**

Indian cuisines varies from region to region due to diversity of physical and social variations in different parts of India. Allahabad district is famous for its unique food items in the northern part of India. Allahabad has long historical background in this regard. Since ancient times, Allahabad as the centre of Hinduism culture, developed vegetarian food and taste. Different types of Chaat and Samosa and Kulfi famous in Allahabad district. *Hari ke Samose, Nirala ki Chaat, Hira Halwai ki Kachiri Sabzi etc* few famous food point of Allahabad district. During the middle ages Allahabad comes under the Muslim and Mugal Empire, this change of administration influence socio-culture structure of Allahabad district. Food cultures of Mugal also influence the habit of Allahabad food which ultimately makes it rich in terms of taste and varieties. Varieties of Mugali food like Briyani, Kabab and other non-vegetarian food item are also available here. In the beginning of modern time, India became subcontinent of British Allahabad and was also the capital of United Provinces. This was the time when modernisation took place all over India. Allahabad also aggressively participated in this new development. Because of that major socio-economic changes started in Allahabad District. This change also influenced taste and food of district. British developed Coffee House in Civil Lines, it’s still famous for amazing food taste. Allahabad district cuisines represent their long diverse and amazing historical development and changes. Varieties of food items in different restaurant and street makes tourist trip more exiting.
Problem of Allahabad Tourism Industry

India’s tourism potential is virtually unlimited. During the period 1951-2001, India achieved a compound growth rate of 26.2%. In foreign exchange earnings as against world average of 23.5%. The future growth rates of tourism in India are projected to be 5.8% during 2010-2020. Potential for the travel and tourism industry in India are enormous. However, at the same time, industry faces numerous problems, of which the most critical is lack of proper infrastructure. India's tourism industry has a worker shortage. Insufficient accommodation, unclean rooms and food problems plague tourists who come to India. Many places in the interior of the country are not well-connected by proper roads, railways or airways. Excessive bureaucracy also delays new hotel and transportation projects. Tourists are often exploited economically, and criminal elements in India can make visits to India unsafe for women and elderly tourists. The tourist attractions in India are also being damaged by pollution.

Tourism problems are more common in the rural interior of the country. These areas are rich in natural beauty, but they often lack basic infrastructure and accommodations for tourists. Often these regions are highly agrarian. The government is often unable to secure enough land for developing tourism infrastructure because it adversely affects local farmers. Problems have contributed to India's low share of 1 percent of the world's total tourist arrival percentage.

Allahabad has attracted as a place of tourism about 5000 year ago. The confluence of the three rivers that is Ganga, Yamuna and mythological Saraswati is called Prayag Raj. Thousands of pilgrims come to Allahabad to have a dip in the holy rivers. Even though they have suffered lot of hard ship, still they come to this holy place. Allahabad have strong
historical and cultural tourism base but here tourism is not developed in a systematic manner. Allahabad has immense potential of tourism. This is a India’s main cultural heritage. In spite of this fact Allahabad has no place in International and national tourist spot. For the development of tourism and increases its potential following are the draw back by Allahabad

**Lack of proper Infrastructure**

Availability of good infrastructure is one of the essential requirements for attracting more tourists, both international and domestic, to any tourist destination. In addition to creation of the infrastructure, its maintenance is equally important to enhance tourism potential.

In Allahabad there is no proper infrastructure and whatever little infrastructure is there is also not well- maintained.

**Accommodation**

Comfortable hotel and accommodation facilities play very important role in popularizing and tourist destination. If a person, who is quite for away from home, wants to enjoy the same facilities and comforts as been joys at his home, than he is bound to be attached to the place. On the other hand if the tourist ends up at a place where the hotels and accommodation facilities are not satisfactory, it is quite likely that he might never return to that place. In Allahabad there is limited good living of hotel and lounges. There is only one four star hotel and 3 three star hotel. Most of the domestic tourists are force to live in dark, unclean and cheap rooms. Which is not good for maintaining tourism potential of Allahabad district. There is only one government guest house which is just name sack.
Transportation

The development of tourism is dependent on efficient, reliable and cost effective transport infrastructure and services. However, infrastructure facilities such as air, rail, roads connectivity are not inadequate in Allahabad.

Allahabad is well-connected by railway but there is no proper network of road transport to connect the railway station to various part of Allahabad.

The air route to Delhi and Mumbai is for only three days a week. There is no taxi network is available out-side the airport for people reach various destinations after they step out of the Allahabad airport. There is no integrated network which can take the tourist to various important tourist places in a safe and secured manner. In about 70% domestic tourist, travel by road. Even though in Allahabad high way are good condition but the roads are not up to the mark. So the domestic tourist face lots of problem and this problem affect the percentage of tourist.

Public Amenities

Amenities also play a very important role for developing tourism in any destination. These include basic amenities such as drinking water, well maintained and clean waiting rooms and toilets, first aid and way side amenities (to meet the requirement of the tourists travelling to tourist destination ) such as lounge, cafeteria and parking facilities among others. Allahabad scores poorly in terms of availability of these infrastructure facilities. There is no clean water facility either at the tourist destination or in between areas where tourist take rest. There are no infected free toilets in city or high ways because of this specially women travellers
facing lots of inconvenient and at a loss. But due to lack of information centre every traveller left on in own faith.

**Pollution**

A lot of hue and cry is made over the issue of Sangam city becoming more polluted day by day. Associate Professor of the department of geography, University of Allahabad, Dr AK Siddiqui who has done extensive survey with the help of GIS (Geographical Information System) and Remote Sensing. According to him “wastes generated by domestic, commercial and industrial activities are often indiscriminately disposed. The unscientific management of such wastes further leads to serious environment and health problem.” In Allahabad the problem of discharge domestic and industrial wastes, being Nala and in the major rivers is the matter of worry for the denizens of the Sangam city. Since the down of civilisation the people of India have considered rivers Ganga and Yamuna sacred and worshiped her. Its water is considered so pure that people used to store it in big vessels. But now various intestinal infections such as typhoid, cholera, dysentery and certain other disease like jaundice etc are associated with domestic water supply. Due to pollution, Sangam water is not only unsafe for drinking but is also unhealthy for taking bath. There is very less water in Sangam all over the year around except in rainy season. Due to this the site of Sangam is in a very not even worth position see, not to talk of any tourist spot. The beauty of Sangam is destroyed due to pollution. The ghat of Sangam is a holy place many mythological event associated with the Sangam ghat. The ghat of Sangam such a miserable condition. Besides this the temple and monument like Mankameshwer and Hanuman temple and fort and many others situated on the bank of Ganga and Yamuna are not looked properly. Sangam is the base of
tourism in Allahabad. But due to pollution and mismanagement this base of tourism is being spoiled. The most disturbing thing after seeing the state of the Ghat of Sangam is that its looks that no one is pained about its miserable plighted.

**Poor Maintenance of Historical Monuments**

Allahabad is the old traditional town. It has undertaken a historical journey, the various monuments of the district which are symbolize the various ages--- ancient, medieval and British. These monuments are the bases for the tourism in Allahabad. The archaeological building and monument are in very bad condition in Allahabad. On the bank of Sangam, the temple of Ramayan period Nagvasuki is ruined condition. In the same manner the monument and archaeological site of Mugal and British period are also in same conditions. Due to ignorance and mismanagement this incredible base of tourism is being spoiled.

**Security**

Security has been a major problem since long time in Allahabad. Terrorist attacks or political unrest in different parts of the country have adversely affected sentiments of foreign tourists. Terror attacks at Mumbai in November 2008 dealt a strong blow to tourism in the country. The women security also affected tourism growth. The women folk in India and also Allahabad do not have any security they feel helpless even during day time. Allahabad, the land of temple is also a land where there a many festival which are celebrating on a vast- scale. But how can the travellers coming from every nook and corner of India and the world, become convinced to enjoy the celebrations without facing any trouble. The main ingredient for the tourist attraction to a tourist place is the safety and security. Tourists demand a safe and peaceful place where they can spend
their time and money without any disturbance. If the tourist fears are not put to rest then why will they come to such a fearful place. Security is very important for the promotion of tourism.

**Human resource**

Tourism being an employment oriented sector, it is estimated that the hotel and catering sector provide more than 10% of the total employment generated by the tourism industry. Availability of skilled manpower is a major challenge faced by the travel and tourism industry. It is one of the largest employment generators in the country. To sustain growth in the travel and tourism industry, trained manpower is required at every level – managerial, supervisory, and workers. Challenges faced at each level are different. A boom in other service industries such as banking, retail, airline and BPO have resulted in shortage of manpower the travel and tourism industry. A study conducted by Ministry of Tourism suggests that existing supply of human resources do not cater to even 40% of the demand. Thus, the industry has on alternative but to fill the void with untrained resources. Such a high proportion of untrained manpower would adversely affect quality of services offered to the tourist.

**Marketing and Promotion**

Marketing is very important in today’s world. There are many means of promotion in this world of social interaction. A person can advertise even a needle at every nook and corner of the world. Allahabad is 5000 years old pilgrimage centre but it has not been well promoted till now. Because of this, tourism has not been able to develop as an industry in Allahabad. Allahabad has organized many biggest Mela in the world. The promotion and the organisation of the Mela is not done in the manner as it should
have been done. Allahabad is gifted and is rich in both cultural and historical heritage. Due to this the potential of tourism is very high but lack of marketing and advertisement Allahabad stands nowhere in the industry of tourism.

**Taxation**

Travel and tourism in India is a very high- taxed industry, which makes India expensive as a tourist destination. This is affecting the growth of the industry in India and India is losing out to other low- cost destination. Inbound tourism is the one most affected. Various taxes are levied across the entire industry right from tour operators, transports, airline industry to hotels and these include service tax, luxury tax, on transportation, tax on aviation turbine fuel(airline) make this industry very expansive.