

INTRODUCTION

Tourism is a big business. It is one of the world's largest industries and in many regions the single largest source of investment and employment. While it does not have the same 'smokestack' image as the manufacturing industry, it is by no means environmentally benign, generating significant levels of pollution and consuming considerable amounts of natural resources. Europe is the world's favourite tourist destination and so faces considerable challenges in making its tourist industry more environmentally friendly. One of the biggest beneficiaries of a more sustainable tourism industry will be the industry itself- fewer people will want to visit a region where mass tourism has blighted the countryside and polluted the beaches.

MEANING AND NATURE OF TOURISM

One of the earliest available definitions of tourism was, however, provided by Harmann V. Schullard, an Austrian economist, as late as in 1910. He defined tourism as, “.....the sum total of operations mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or region.”

Tourism is a composite phenomenon, which embraces the incidence of a mobile population of travellers who are strangers to the places, they visit. It is essentially a pleasure activity in which money

earned in one's normal domicile is spent in the place visited.

The word Tourism is related to tour - a word derived from Latin word 'Tornos'. Tornos means a 'tool for describing a circle or turners' wheel. This is a word of compass a rather a pin at the end of a stretched string, used to describe a circle. It is from this word 'tornos' that the notion of a 'round tour' or 'package tour' or so to say 'organized tour' has been created which is the essence of tourism today.

Secondly, 'Tour' is a Hebrew word as well. It derives its meaning from the Hebrew term 'torah', which means learning, studying, searching. 'Torah' is the name given to 'Jewish Law' - the book that defines the Jewish way of life. A tour thus means an attempt by the traveller to discover something about the place.

In the Sanskrit Literature there are three terms for tourism with the suffix 'ATANA' meaning going or leaving home for some other place. These are :

1. PARYATANA: meaning going out for pleasure and knowledge;
2. DESATANA: meaning going out of the country primarily for economic gains; and
3. TIRTHATANA: meaning going out to places of religious merits.

It is clear that 'tourist' is the principal character in the phenomenon called tourism. Tourism is without 'his' being around, the tourism phenomenon is meaningless.

The origin of the word “tourist” dates back to the year 1292 A.D. It has come from the word ‘tour’, a derivation of the Latin word ‘tornus’ meaning a tool for describing a circle or a turner’s wheel. In the first half or the seventeenth century the term was first used for travelling from place to place, a journey, an excursion, a circuitous journey touching the principal parts of a country or region.

In 19th century Dictionary defines ‘tourist’ as a ‘person who travels for pleasure of traveling, out of curiosity, and because he has nothing better to do .” According to the Dictionnaire Universal, the ‘tourist’ is a person who makes a journey for the sake of curiosity, for the fun of traveling, or just to tell others that he has travelled.

Conceptually, tourism is defined as ‘the sum of the phenomena and relationships arising from the travel and stay of non residents in so far as they do not lead to permanent and are not connected with any earning activity. Broadly, the concept of tourism is characterized by

- (i) A movement of people to various destinations and has two components – the journey and the stay – both of which take place outside the normal area of residence and work;
- (ii) The movement of a temporary nature and for a short duration which distinguishes it from migration;
- (iii) It gives rise to activities at the destination place visited ;
- (iv) The main motive for participation in tourism is largely recreation

and the visit is made for purposes other than seeking permanent residence or employment remunerated from within the place visited and, lastly,

- (v) Tourism in the real sense, is essentially a pleasure activity and involves a discretionary use of freely disposable incomes and of free time.

Most of the definitions cited above, however, are of general nature and non-measurable. The 'League Of Nation' did some pioneering work in providing a statistical measurable definition of tourist.

The following persons were to be considered tourist within its definition:

- (i) Persons travelling for pleasure, for domestic reasons, for health etc.
- (ii) Persons travelling to meetings or in a representative capacity of any kind (scientific, administrative diplomatic, religious, sports, etc.)
- (iii) Persons travelling for business purposes.
- (iv) Persons arriving in the course of sea cruise, even when they stay for less than 24 hours.

The following categories were not to be recognized as tourists:

- i) Persons arriving, with or without a contract of work, to take up an occupation or engage in any business activity in the country.

- ii) Persons coming to establish a residence in the country.
- iii) Students and young persons in boarding establishment or schools.
- iv) Residents in a frontier zone and persons domiciled in one country and working in an adjoining country.
- v) Travellers passing through a country without stopping, even if the journey takes more than 24 hours.

The above definition was confirmed by the United Nations in the year 1945 and it was stated that the 'tourist' was a person who stayed in a foreign country for more than 24 hours and less than 6 months for non-immigrant purpose.

Form of Tourism

Tourism does not lend itself to a single form. It is a genetic term which includes several types of travel and stay depending upon the motivations that impel people to move from one place to another.

Domestic Tourism

The travel by people, outside their normal domicile, in other areas with their own country, constitutes domestic or internal tourism.

International Tourism

International Tourism involves the movements of people between different countries in the world. Foreign travel and tourism necessitates its two essential requirements of documentation and currency. The former

regulates and controls the flow of visitors by means of passport, visa, entry permits and the latter has important bearing on the balance of payment.

Holiday Tourism

Holiday takes many forms such as recreational tourism, health tourism, sport tourism, and cultural tourism. Recreational tourism aims at the reformation and rejuvenation of the physical and mental capacities of the individual tourist, depleted due to weakness and exhaustion of every day life through rest and relaxation in resort areas. Health tourism satisfies the need for improving health and vitality of visitors in other countries or places which offer an invigorating climate, spas, hot springs and curative facilities like mineral water treatment etc. Cultural tourism sources to enrich knowledge about other countries and people and includes visits to places of historical, artistic and cultural interest. Sport tourism relates to satisfying people's hobbies such as fishing, hiking, trekking, mountain climbing and rafting which are also considered part of adventure tourism. Moreover, the holiday tourists have a freedom of choice about where to go, when to do.

Eco-tourism

Eco-tourism has been defined by the world conservation union as environmentally responsible travel and visits to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any

accompanying cultural features both past and present) that promotes conservation, has low visitor impact and provides for beneficially active socio-economic involvement of local populations. Importantly, eco-tourism respects the environment and encourages and promotes the well being of local people.

Cultural Tourism

Cultural tourism is one of the important features of tourism in India. Our historical and archeological monuments continue to be the biggest draw in attracting international tourists. Cultural tourism plays a major part in increasing national and international good will and understanding. Thousands of archeological and historical monuments scattered throughout the country provide opportunity to learn about ancient history and culture. Moreover, cultural traditions such as folk songs, dances, folk music, folk crafts and folk arts of a region attract tourists.

Sustainable Tourism

The idea of sustainable tourism development is now a popular concept and refers to allowing tourism growth while at the same time preventing degradation of the environment, as this may have important consequences for future quality of life. Sustainable tourism requires that the demand of increasing numbers of tourists is satisfied in a manner which continues to attract them whilst meeting the needs of the host

population with improved standards of living, yet safe guarding the destination environment and cultural heritage.

Health Tourism

The sea beaches and islands may also develop facilities for curative tourism. For example, thermal waters (which are characteristics for the island) are recommended for people with rheumatic problems, bronchitis, back aches, skin diseases etc. Both facilities accommodations around the spa's and access roads way then be improved or established.

Adventure / Sport Tourism

Tourism can roughly be defined as an activity of traveling and staying in places outside of business, pilgrimage, leisure and other purposes. The history of adventure tourism in India can be traced back to the Vedic times. The geography of our country is sufficiently endowed so as to attract tourists with an adventurer's zeal. Adventure and sports tourism consists of many activities such as trekking, rock climbing, skiing, mountain climbing, skating, hang-gliding, paragliding, golf, horse-riding, cycling, etc.

Agro- Tourism / Rural Tourism

Agro- tourism is a kind of tourism which favours the economic activities in the agriculture sector at the same time. Agro tourism contains, for instance, the construction of tourist accommodations and facilities at farmer's places, besides, tourists may watch the processing of

farm products. Handicrafts, leather industry, fruits and vegetables processing industry etc. are popular traditional activities to which agro-tourism may also be applied.

Wild-life Tourism

India has several places, which have fascinating beauty and abode of wildlife. Our sanctuaries, national parks and zoo provide an opportunity to such wildlife and nature lovers. A wildlife tourist visits these areas looking for typical Himalayan wildlife including Thar, Boral and snow leopard. Moreover, hunting of wild bear, Cheetal, Nilgai, Partridges and Quails etc., fishing, sea-hunting etc. attract tourist.

Tourism is also distinguished according to the number of people who participate in it. It is termed as individual tourism when only one person or family participate in it when a number of persons, usually tied up with a link or interest, e.g. Club or School (affinity group) travel together, it is referred to as group tourism. Such tours of 15 to 20 are usually organized under a tour leader by travel agencies. Mass tourism is primarily a quantitative notion and refers to the participation of large numbers of people in tourism. It was a characteristic feature of developed countries in the twentieth century. Popular tourism, on the other hand, is essentially a qualitative concept and denotes tourist activities meeting with a wide acceptance of people, because of their attractiveness and availability, particularly due to their low prices. Interestingly, short trips, which do not involve an overnight stay, are regarded as tourism. This

destination between excursion and tourism is of special significance for the provision of accommodation facilities. A further destination is sometimes also made on the basis of the means of transport used, such as land tourism, sea and river tourism and air tourism. Importantly, social tourism is generally identified with worker's tourism and concerned chiefly with the participation in tourism of people of limited means and other disadvantaged through age, disability or family circumstances and with the measures to encourage this participation and make it possible. But the form of tourism is neither exclusive to the manual workers nor confined to them. The state or other private bodies through subsidies and other special arrangements usually provide the facilities for such tourism. It is an important feature of some East European Countries. Similarly, youth tourism represents an aspect of western urban tourism and relates to the high hiking by young people, which started in 1960's along the main high ways of Europe. These young people formed clientele for cheap hotels and often slept in parks and streets in the summer months in the cities. This type of youth tourism has subsequently changed considerably. The young traveller is now basically interested in cheap lodging and restaurants. The travel agencies and transport companies are aware of this market and offer cheap air -fares, special rates on European rails, roads and other attractions. Special guidebooks have been written for such young tourists. Their varied interests center around the exotic life styles, cultural, architectural heritage, food, customs etc of people in other countries.

Concept of Tourism

One of the most important and crucial attractions of any tourist place is fine weather with warm sunshine. For holidaying, good weather is a particularly important ingredient since it plays an important role in making a holiday a pleasant or an unpleasant experience. Millions of tourists from countries with extremes of weather visit sea beaches in search of fine weather and sunshine. Sunshine and clear sea breeze at the beaches have attracted many since a very long time. In fact development of spas and resorts along the seacoasts in many countries were a result of travellers urge to enjoy good weather and sunshine. In Europe countries like Italy, Spain and Greece have developed beautiful beach resorts.

Areas with attractive winter climates, winter warmth and sunshine are also important centres of tourist attraction. Many areas have become important winter holiday resorts attracting a large number of tourists. Around these winter resorts, a variety of winter sport facilities have been installed to cater to the increasing needs of tourists. In countries with tropical climates, many upland cool areas have been developed as 'hill station resorts'. A fine example of this could be a beautiful hill station of Shimla in India. Climate then, is of particular significance to tourism and there are many areas, which because of their beautiful exhilarating climates can be potential tourist areas.

Scenic attractions like good weather are very important factors in tourism. Scenery or the landscape consisting of mountains, lakes,

waterfalls, glaciers, forests, deserts etc. are strong forces attracting people to visit them. Breath-taking mountain scenery and the coast scenery exert a strong fascination for the tourist. The magnificent mountain ranges provide an atmosphere of peace and tranquility. Tourists visiting the northern slopes of the Alps in Switzerland and Austria and the southern slopes in Italy and also Himalayan mountain slopes of India and Nepal for the first time cannot but be charmed by their physical magnificence.

Characteristics of historical and cultural interest exert a powerful attraction for many. Since many centuries these have had a profound influence on the traveller. Large number of tourists are attracted every year by the great drawing power of Stratford on-Avon in England because of its association with Shakespeare, or the city of Agra in India because of its famous Taj Mahal or Pisa in Italy because of its famous leaning tower.

Thousands of Americans and Canadians visit Europe because of its long historical heritage; besides, many view Europe as their original homeland and have a sentimental attachment to it. Any foreign visitor to England must visit London not because it is the largest city in the country and the capital, but because of its historical associations and traditions and its many cultural attractions. In a similar way the visitor in France includes Paris in his itinerary as he does Rome and Moscow in a visit to Italy and the Soviet Union respectively.

Many countries, which are developing tourist industries are using

the legacy of their historical past as their major tourist attractions. In India, the world famous caves of Ajanta and Ellora are an example. These caves are India's oldest and most beautiful testimony of religious architecture and painting, and are man-made caves hewn out of Rocky Mountains conceived and executed some 2000 years ago.

Accessibility is a very crucial factor as it is a means by which tourist can reach the area where attractions are located. Tourist attractions of whatever type would be of little importance if their locations are inaccessible by the normal means of transport. If the tourist attractions are located at places where no means of transport can reach or where there are inadequate transport facilities, these become of little value. The tourist attractions which are located near to the tourist generating markets and are linked by a network of efficient roads and can be easily reached by air receive the maximum number of tourists. The distance factor also plays an important role in determining a tourist's choice of a destination. Longer distances cost much in the way of expenses on travel as compared to short distances. An example can be that of India. About a million tourist arrivals for a country of the size of India may look rather unimpressive. However, if one looks at certain factors like country's distance from the affluent tourist markets of the world such as the United States, Europe, Canada, Japan and Australia, one may conclude that the long distance is rather one of the factors responsible for low arrivals. It costs a visitor from these countries quite a substantial amount to visit

India for a holiday. It has been stated earlier that Europe and North America continue to be the main generating and receiving areas for international tourism, accounting for as much as 70 per cent and 20 per cent, respectively, of international tourist arrivals. The intra-regional tourism (tourism between countries of the same region) has an appreciable influence on the distribution of world arrivals.

Of the total international tourist movements within Europe and North America, at least 80 per cent are intra-regional. In the Americas the United States and Canada alone account for nearly 50 per cent of all international tourist traffic in the regions, where intra-regional international tourist movements are therefore, also predominant. In Europe, intra-regional tourism accounts for over 80 per cent of international tourist movements. Easy accessibility thus is a key factor for the growth and development of tourist movements.

Facilities are necessary aid to the tourist centre. For a seaside resort facilities like swimming, boating, yachting, surf-riding and such other facilities like dancing, recreation and amusements are an important feature. These are indeed important for every tourist centre. Amenities can be of two types: natural e.g. beaches, sea bathing, possibilities of fishing, opportunities for climbing, trekking, viewing etc. and man-made, e.g. various types of entertainments and facilities which cater for the special needs of the tourists. Excellent sandy beaches, sheltered in sunshine having palm and coconut trees and offering good bathing conditions form very good tourist attractions. Certain other natural

amenities such as spacious sheltered water for the purpose of sailing, or the opportunities for fishing and shooting are also very important.

Accommodation is very basic to any tourist destination. The demand for accommodation away from one's home is met by a variety of facilities. The term is loosely used to cover food and lodging. In recent years some changes have been reflected in the type of accommodation and there has been a growing demand for more informal type of accommodation. New types of accommodation, particularly holiday villages, apartment houses, camping and caravan sites and tourist cottages etc. have become very popular. Accommodation may in itself be an important tourist attraction.

In addition to the factors discussed there are a variety of other factors, which may influence the choice of tourist destination. Hospitality is one such factor. A friendly and appreciative attitude on the part of the nationals of the host country will certainly make the visitor feel at home and help him enjoy his holiday better.

Establishment of information Bureaux is another important step in the direction of welcoming a visitor. It is very necessary to have information bureaux where the foreign visitor who is unfamiliar with the country or a resort in a country, and who perhaps is not familiar with the language of the country, can readily acquire information about places of interest and the various facilities available there. Trained and competent guides familiar with the tourist's language are also essential and are a great help to the tourist.

While economic and political conditions may continue to fluctuate throughout the world, there is every reason to believe that more and more people throughout the world will continue to travel. Tourism has become an irreversible fact in most parts of the world, and the expected upturn in overall economic growth together with success in stabilizing prices is likely to promote further increases in international tourism demand. With the expanding right to paid holidays and the irreversible increase in travel for cultural purposes, the number of persons taking to travel is bound to increase. As a result of labour legislation introducing paid holidays, over 500 million workers and their families throughout the world have a right to travel. However, not all are able to exercise the right because of insufficient facilities and increasing prices. But the vast potential is there which needs to be exploited by those responsible for tourism development and growth.

For centuries India has been a centre of attraction for different people for different reasons in the outside world. The ancient invaders viewed it as a golden bird with abundant wealth accessible to plunder, the learned were fascinated by its mystic spiritualism and profound philosophy, the uninitiated saw it as a land of naked fakirs, snake charmers and rope trick performers, while the others were simply charmed by the sheer beauty of its natural attractions and amazing variety of its flora and fauna. The lure of the snow clad mountains, grandeur of the mighty rivers like the Ganga and Brahmaputra, awe inspiring sand

dunes of the That beautiful beaches of Goa along with exotic beauty of various medieval forts, architectural elegance of holy temples and ageless charm of heritage monuments like the legendary Tai have in their own inimitable ways been beckoning the wonders since long. The diverse climatic conditions too have made it possible for the tourists to visit our country round the year.

India has an ancient tradition of tourism. It has existed as an industry in the informal sector since ancient times and was indulged in by all classes of people. The travels were made by business class and also for paying pilgrimage and attending ceremonies in the neighbouring states. The tourists or travellers had rest houses like Dharmashalas, Sarais and Havelis at tourist places or on the way for comfortable rest and stay. In the reign of Chandragupta II and the famous Chinese pilgrim Fa Hien travelled between A.D. 401 and 410 without a passport. However, as early as the third century B.C. a passport or mudra was essential, according to Kautilya's Arthashastra, for all travellers and those not possessing the same were fined 12 panas. Each passport had the stamp of a high government official or Mudradhaksha and mudra were checked at various points on the way by local officers.

The transport and communication systems as we know now were non-existent. Travel was considered to be hard and not a thing of pleasure. The land migrations were done by foot and on horse back, elephant, camel and river craft and the very limited exploration by rafts

and primitive vessels moved by tides, oar and sail. When Alexander the Great during his journeys reached India, he found well maintained roads covered with shady trees. Along one royal high-way, 1,920 kilometres long and about 19 metres wide, people travelled in chariots, palanquins, bullock carts, on horses, camels and elephants.

The 'guide' , as we know today, also existed during the reign of Chandragupta II. During those days one great threat to tourists came from bandits who used to waylay caravans and loot the travellers. In order to avoid such mishaps, caravans usually hired the services of a brave and experienced guide who was thoroughly familiar with dangerous tracts and the ways to avoid them. Each caravan had a sarthavaha or leader on whom depended the successful completion of the journey. Generally they travelled by daylight and rested at night, when carts were parked and campfires lit, to cook a meal and at the same time to keep away wild animals. The Sarthavaha commanded obedience from fellow travellers who were all supposed to move together as a group.

The Alexander the Great of Macedonia with huge army invaded northern part of India. He has followed by many explorers like Vasco-d-Gama and Christopher Columbus, who actually set out to find a new route to India. Young Marco Polo also visited India on his way back from China. The first medieval traveller to reach the orient was probably Benjamin of Tudela, a Jewish scholar who left Saragossa in the year 1160 A.D. He wrote a detailed account of his thirteen-year journey through

Europe, Persia and India, giving information on the Jewish communities, and geography of the various places he visited. Yet another famous traveller who recorded interesting accounts of his travel experiences was Ibn Batutah. Ibn Batutah wrote a detailed diary of his travel experiences.

There are also accounts of some European travellers who visited India during this period. The Francisco Friar, John of Monte Corrino visited India on his way to and back from China during the last decade of the thirteenth century. Later on the sixteenth and seventeenth centuries many more European monks, travellers and adventurers visited India and many other places in search of knowledge.

The expeditions of these great travellers returned with new ideas and also with fabulously rich treasures from rich and highly advanced civilization of India. The actual number of individuals who participated in various explorations as travellers in search of knowledge however represented only a small proportion of effluent of the total population.

The practice of travelling for religious reasons, going on a pilgrimage, was a well-established custom in India. Pilgrimage was, as much a part of a people's culture, a sacred duty as it were, to be performed in one's lifetime. The Vedas, the ancient religious texts of the Hindus, enjoyed that unless a man went on pilgrimage to the four sacred dhams or holy places of the country, he would not attain 'release' and would therefore, continue to suffer rebirth of his sins. These four sacred

centres were scattered in the far-flung corners of India - the Temple of Lord Jagannath in Puri in eastern India. The Rameshwaram Temple in the Deep South, Dwarka on the Gujrat coast in the west and Badrinath in the snow-bound mountains of the Himalayas. These are still India's four great pilgrimage centres and pilgrim flock to them in hundreds and thousands year after year. The rigour of such travel in ancient times can be well imagined. So deep and so strong was the hold of faith that the ritual of pilgrimage flourished over the centuries. Religious journeys help to evolve what we now call a pilgrimage infrastructure - a unique and efficient system that catered to the simple basic things of all pilgrims, rich and poor alike.

Travel to India was under-taken by people from all over the world for a variety of reasons - the most important among them being trade and commerce. It is on record that even long before the Christian era, travellers visited India in search of fortune. This trend continued and became more marked in course of time with Europeans heading towards the Indian shores for the sole purpose of trade, until finally the British outwitted all others and entrenched themselves firmly in this country.

There was marked increase in the number of travellers coming to India as a result of the discovery of the sea route by Vasco-da-Gama. This also marked the emergence of a world of new influences. Through Portugal, India first came into contact with western science - the fruits of

western Renaissance. The immediate result of this was the end of the Arab domination of the Indian ocean and the Red sea, built up gradually at the coast of Indian maritime activity. Immediately the Portuguese traders got busy and sent out their ships to monopolise the sea trade of the Asiatic coast. With the arrival of more powerful Dutch and English fleets in the first half of the seventeenth century, the Portuguese power rapidly declined and Portugal lost its monopoly of eastern trade. The Dutch were the real successors to the Portuguese and it is they who next established a number of factories on the Coromandal Coast, in Gujarat and in Bengal.

The opening of the sea route and the land routes to India brought in many travellers. These travellers who came primarily with the intention of excursion or in search of fortune, engaged themselves in trade, which ultimately culminated into their forming an empire. The sea and land routes also opened up new markets for Indian raw materials and manufactured goods and for a time India became the largest supplier of a number of commodities to the whole world.

During the days of British rule in India travelling was more organized. Palanquins were a popular mode of dark travel controlled by the postal department under the East India Company. A person wishing to undertake a journey had to intimate about his plans and itinerary to the post master general about a fortnight in advance. There were dak bungalows on the road for the convenience of dak travellers. In summer,

travellers travelled by night and the way was lit by a torchbearer who ran along the road. Besides the four bearers carrying the palanquin, there were an equal number of men to relieve the bearers at regular intervals. Because of limited speed the palanquin proved to be an expensive mode of transport. It was therefore replaced in the year 1850 by the horse carriage dak. This was less expensive and faster than the earlier one. About this time a number of transport companies emerged.

Uttar Pradesh State Tourism Development Corporation Limited was incorporated in August 1974 for promoting tourism in the State with the role subsequently restricted (March 1975) to run the facilities (hotels, restaurants, water sports complex etc.) owned by it or transferred to it on commercial principles. The Company failed to achieve the avowed objectives on account of inconsistent leadership due to frequent transfers of the Managing Directors and reluctance to implement the policies of the State Government. As on 31 March 2003, the Company had 21 profit earning and 20 loss incurring hotels. The overall operating profit of hotels declined from Rs.1.83 crore in 1998-99 to Rs.1.43 crore in 2002-03 due to management's inaction to privatise unviable hotels, non-achievement of break-even-point and decline in occupancy ratio. Despite heavy increase in the tourist inflow, the Company failed to attract tourists due to inadequate marketing arrangements and steep increase in tariff without ensuring matching quality of service.

Despite approval by the Board of Directors for privatisation of

seven hotels, none of them could be privatised due to reluctance and inadequate follow up action resulting in loss of Rs.2.84 crore.

Uttar Pradesh State Tourism Development Corporation Limited (Company) was incorporated on 5 August 1974 as a wholly owned State Government company with a view to promote tourism in the State. In March 1975, the Government restricted the role of the Company to activities of running the hotels and facilities developed by the Directorate of Tourism (DOT) and transferred to the Company for operation on commercial principles. The objectives laid down in the Memorandum and Articles of Association of the Company *inter-alia* provided for takeover/purchase/operation of hotels/restaurants by way of BOT₁, BOOT₂, BOOL₃ and BOLT₄ methodology providing transport facilities to tourists and disposal of Central/State Government properties.

As on 31 March 2003, the Company was operating 41 hotels (including one restaurant), three Advance Reservation Centres (located at New Delhi, Calcutta and Mumbai) and four travel units (located at important tourist locations within the State) offering travel facilities and package tours to tourists.

The Management of the Company is vested in the Board of Directors (BOD) consisting of five directors nominated by the State Government. The day to day affairs of the company are looked after by a whole time Managing Director who has also been holding full time charge either as Director or as Director General of the DOT during the last five years. The Managing Director is assisted at the Headquarters by

a General Manager, Company Secretary, Chief Accounts Officer and a Project Officer. Field units like hotels and travel units are normally being looked after by the Managers working directly under the supervision of the Corporate office.

The post of the Managing Director was held by eight incumbents during a period of five years up to March 2003, with terms ranging from six to 18 months. Frequent changes in the incumbency resulted in lack of initiative at the top level to formulate and implement any long term action plan for improvement in the working which is evident from the absence of any long term corporate plan with milestones for achievements there against.

Activities relating to liquor trade undertaken by the Company during 1992-93 at Agra, were reviewed by the Comptroller and Auditor General of India in the Audit Report (Commercial) for the year ended 31 March 1993 and was discussed by the Committee on Public Undertakings (COPU) during June 1998 to October 1999; their recommendations are awaited (October 2003). Present review carried out during the period February 2003 to April 2003 generally covers the performance of the Company during the last five years ending 2002-03 with special thrust on the implementation of the Tourism Policy of the State (1998). The records maintained at the Corporate office, and out of 41 tourist hotels and four travel units, the working of eight hotels located in Agra, Varanasi, Lucknow, Allahabad and Raebareli districts and one travel unit (Lucknow) having annual turnover exceeding Rs.10 lakh were selected for examination. The audit findings are discussed in succeeding

paragraphs:

The value of assets and liabilities and working results indicated in the light of the following:

- Final purchase consideration of eight tourist bungalows transferred to the Company in 1977-78 by the State Government at provisional sum of Rs.24 lakh, still remained undecided (October 2003) although the assets stood capitalised in the accounts at the provisional sum.
- Eighteen tourist bungalows which were transferred by the DOT in March 1991 at a total cost of Rs.3.81 crore, in anticipation of State Government sanction, have not so far been approved by the Government (October 2003).The amount stood capitalised in the Company's accounts at the above provisional sum.
- The net worth of the Company had substantially declined in 1999-2000 due to change in the basis of accounting of gratuity and leave encashment from cash to accrual basis resulting in increase in loss by Rs.2.35 crore.
- The nominal profit earned by the Company during 1998-99 turned into loss from the year 1999-2000 due to continuous increase in the total operating expenses over the total income.

The main aim of the Corporation are:

- ❖ To promote Tourism in State.
- ❖ Establishment of Hotels and Restaurants.

- ❖ To Facilitate recreation points.
- ❖ To provide road map to the tourists.

Objectives of Tourism

Main objectives of the Department of Tourism are as follows :-

1. To do proper publicity about such places which, because of their historical importance, may attract tourists.
2. To maintain the historical, religious and cultural traditions of Uttar Pradesh and to promote them.
3. To provide cheap, clean and satisfactory facilities to tourists in matters of transport, accommodation, food and recreation.
4. To get factual and informative literature printed which highlight tourist spots and monuments, their cultural importance and other details, and make such literature available to tourists which will serve as a guide and provide necessary information to them in order to help them to explore India.
5. To enhance and encourage the participation of the private sector in efforts of the state Government for providing necessary facilities to domestic and international tourists.
6. To organise cultural shows on occasion of different fairs festivals and seminars with a view to attracting more and more tourists.

Selection of the Area

Uttar Pradesh is a state located in the northern part of India. With a population of over 200 million people, it is India's most populous state, as well as the world's most populous sub-national entity. Were it a nation in its own right, Uttar Pradesh would be the world's fifth most populous country ahead of Brazil, a country thirty-five times larger in territorial area. Uttar Pradesh is the second largest state-economy in India contributing 8.34% to India's total GDP in the financial year 2010.

With an area of 93,933 sq mi (243,290 km²), Uttar Pradesh covers a large part of the highly fertile and densely populated upper Gangetic plain. It shares an international border with Nepal to the north along with the Indian state of Uttarakhand, Himachal Pradesh to the north-west, Haryana, Delhi and Rajasthan on the west, Madhya Pradesh on the south, Chhattisgarh and Jharkhand on the south east and Bihar on the east. The administrative and legislative capital of Uttar Pradesh is Lucknow and the industrial capital is Kanpur. The state's high court is based at Allahabad with a bench in state capital Lucknow. It is home to many historical cities, including Allahabad, Varanasi, Kanpur, Lucknow, Agra, Meerut, and Gorakhpur. Kanpur is its largest city; other big cities are Lucknow, Varanasi, Allahabad, Gorakhpur, Meerut, Agra, Aligarh, Bareilly, Ghaziabad and Noida.

Uttar Pradesh has an very vital place in the culture of India; it is the

birthplace of Hinduism and admirer of its derived Vaidic, Jainism, Buddhism and Sikhism beliefs, UP has been the ancient seat of Hindu religion, learning and culture, and has many important sites of Hindu pilgrimage. The State also has several sites important to Buddhism: the Chaukhandi Stupa marks the spot where Buddha met his first disciples, while the Dhamek Stupa in Sarnath commemorates Buddha's first sermon. Also the town of Kushinagar is where Gautama Buddha died. Throughout its history, the region of Uttar Pradesh was sometimes divided between smaller kingdoms and at other times formed an important part of larger empires that arose on its east or west, including the Magadha, Nanda, Mauryan, Sunga, Kushan, Gupta, Gurjara, Rashtrakuta, Pala and Mughal empires.

The Indo-Gangetic plain, that spans most of the state, is also the birth place of the Indo-Islamic syncretic culture of the medieval period. It holds much of the heritage of the Mughal Empire, including the world famous mausoleum Taj Mahal built by Shah Jehan, the magnificent tomb of Mughal Emperor Akbar the Great in Agra and Akbar's capital-palace in Fatehpur Sikri. It was a centre of nationalism during the British colonial period and has continued to play a prominent role in Indian political and cultural movements. The state has a rich heritage of traditional crafts and cottage industries of various types that employ highly skilled craftsmen and artisans.

Hindus constitute 80% and its derived Sikhs, Jains and Buddhists constitute 1.5% of the population in the state. Islam is practiced by about 18% of the population while the remaining 1.5% Christians and also the tribal population.

Need of this research work

Uttar Pradesh attracts a large number of visitors, both national and international; with more than 71 million domestic tourists (in 2003) and almost 25% of the All-India foreign tourists visiting Uttar Pradesh, it is one of the top tourist destinations in India. There are two regions in the state where a majority of the tourists go, viz. the *Agra circuit* and the *Hindu pilgrimage circuit*.

The city of Agra, gives access to three World Heritage Sites: Taj Mahal, Agra Fort and the nearby Fatehpur Sikri. Taj Mahal is a mausoleum built by Mughal Emperor Shah Jahan in memory of his beloved wife, Mumtaz Mahal. It is cited as "*the jewel of Muslim art in India and one of the universally admired masterpieces of the world's heritage*". Agra Fort is about 2.5 km northwest of its much more famous sister monument, the Taj Mahal. The fort can be more accurately described as a walled palatial city. Fatehpur Sikri was the world famous 16th century capital city near Agra, built by the Mughal emperor Akbar the Great, whose mausoleum in Agra is also worth a visit. Dayal Bagh in Agra is a modern day temple and popular tourist sight. Its lifelike

sculptures in marble are unique in India. Agra's dubious modern attractions include Asia's largest Spa as well as Asia's first and only 6D theatre.

The pilgrimage circuit includes the holiest of the Hindu holy cities on the banks of sacred rivers Ganges and the Yamuna: Varanasi (also considered world's oldest city), Ayodhya (birth place of Lord Rama), Mathura (birth place of Lord Krishna), Vrindavan (the village where Lord Krishna spent his childhood), and Allahabad (the confluence or 'holy-sangam' of the sacred Ganges-Yamuna rivers).

Varanasi is widely considered to be one of the oldest cities in the world. It is famous for its ghats (bathing steps along the river), full of pilgrims year round who come to bathe in the sacred Ganges River.

Mathura is world-famous for its colourful celebrations of the Holi festival, which attracts many tourists also – thanks partly to the hype, which the Indian film industry has given to this highly entertaining socio-religious festival.

Thousands gather at Allahabad to take part in the Magh Mela festival, which is held on the banks of the Ganges. This festival is organised on a larger scale every 12th year and is called the Kumbha Mela, where over 10 million Hindu pilgrims congregate – proclaimed as one of the largest gathering of human beings in the world.

Budaun is also a city which attracts thousands of tourists annually. Its religious city with many historical monuments and tombs of many famous people.

The historically important towns of Sarnath and Kushinagar are located not far from Varanasi. Gautama Buddha gave his first sermon at Sarnath after his enlightenment and died at Kushinagar; both are important pilgrimage sites for Buddhists. Also at Sarnath are the Pillars of Ashoka and the Lion Capital of Ashoka, both important archaeological artifacts with national significance. At a distance of 80 km from Varanasi, Ghazipur is famous not only for its Ganges Ghats but also for the Tomb of British potentate Lord Cornwallis, maintained by the Archeological Survey of India.

Lucknow, the capital of Uttar Pradesh, has several beautiful historical monuments such as Bara Imambara and Chhota Imambara. It has also preserved the damaged complex of the Oudh-period British Resident's quarters, which are being restored.

Hypothesis:

A hypothesis is a proposition, which the researcher wants to verify. It may be mentioned that while a hypothesis is useful, it is not always necessary. Many a time, the researcher is interested in collecting and analyzing data, indicating the main characteristics without a hypothesis

excepting the one, which he may suggest incidentally during the course of study. However, in a problem-oriented research, it is necessary to formulate a hypothesis or hypothesis in clear terms as possible. In such research, hypothesis is generally concerned with the causes of a certain phenomenon or a relationship between two or more variables under investigation.

Once the problem to be tackled in the course of research is finally instituted the researcher advisedly proceeds to formulate tentative solutions or answers to it. These proposed solutions or explanations, constitute the hypotheses that the research would need to test on the basis of fact already known or which can be made known. If such hypotheses were not formulated even implicitly, the researcher could not effectively go ahead with the investigation of his problem because the researcher in the absence of direction which hypotheses typically provide, would not know what facts to look for and what relation or order to search for among them. Thus, hypotheses guide the researcher through a bewildering jungle of facts to see and select only those that are relevant to the problem or difficulty he proposes to solve. Collection of facts merely for the sake of collecting them will yield no fruits, to be fruitful, one should collect such facts as are for or against some point of view or proposition. Such a point of view or proposition is the hypothesis, the task of the research being to test its accord with facts.

Lundberg aptly remarks: "The only difference between gathering data without a hypothesis and gathering them with one is that in the latter case we deliberately recognize the limitations of our senses and attempt to reduce their fallibility by limiting our field of investigation so as to prevent greater concentration of attention of particular aspects which past experience leads us to believe are insignificant for our purpose."

Simply stated, a hypothesis helps us see and appreciate (1) the kind of data that must be collected in order to answer the research question, and (2) the way in which they should be organized most efficiently.

Webster's New International Dictionary of English language, 1956, defines the word "hypothesis" as "a proposition, condition or principle which is assumed, perhaps without belief, in order to draw out its logical consequences and by this method to test its accord with facts which facts which are known or may be determined."

Cohen and Nagel highlight the value of hypothesis thus, "We cannot take a single step forward in any inquiry unless we begin with a suggested explanation or solution of the difficulty which originated it. Such tentative explanations are suggested to us by something in the subject matter and by our previous knowledge. When they are formulated as propositions, they are called hypothesis."

It is clear now that a hypothesis is provisional formulation, a tentative solution of the problem facing the scientist. The scientist starts

by assuming that the solution is true without or course, personally believing in its truthfulness. On the basis of this assumption, the scientist anticipates that certain logical consequences will be observed on the plane of observable events or objects. Whether these anticipation or expectations really materialize is the test of the hypothesis, its proof or disproof. If the hypothesis is proved, the problem of which it was a tentative solution is answered. If it is not proved, alternative hypotheses or solutions would need to be formulated and tested. A hypothesis thus stands somewhere at the midpoint of research, from here one can look back to the problem and also look forward to data. The hypothesis may stated in the form of principle. Hypothesis, however, may take other forms such as intelligent guesses, conditions, propositions deducted from theories, etc.

Cohen and Nagel's statement that we cannot take a single step forward in any inquiry without a hypothesis may well be an accurate statement of the value of hypothesis in scientific investigation generally but it does not do justice to an important role of scientific research, which is the formulation of hypothesis." Hypotheses are not given to us ready made. This is so especially in social sciences where there has not yet evolved a highly developed theoretical system in many areas of their subject matter which can afford fruitful bases for hypothesis formulation. As a result, in the social sciences at least, a considerable quantum of research endeavour is directed understandably toward's making

hypotheses rather than testing them.

In order to fulfill the objectives, few null hypothesis will be tested under this study:

1. There is no significant difference between the importance accorded and the level of satisfaction experienced by tourists about hotels, lodges and apartments.
2. There is no significant difference between the importance accorded and the level of satisfaction experienced by tourists about the types of hotel offering them.
3. There is no significant difference between the importance accorded and the level of satisfaction experienced by tourists about the behavior/ Services of hotel staff at U.P..
4. There is no significant difference between the importance accorded and the level of satisfaction experienced by tourists about information offices and communication centers.
5. There is no significant difference between the importance accorded and the level of satisfaction experienced by tourists about behaviour of local guides and people.
6. There is no significant difference between the importance accorded and the level of satisfaction experienced by tourists about locals/ Residents at U.P. Region.

7. There is no significant difference between the importance accorded and the level of satisfaction experienced by tourists about feeling of security.
8. There is no significant difference between the importance accorded and the level of satisfaction experienced by tourists about the services rendered by travel agents at U.P. region.
9. There is no significant difference between the importance accorded and the level of satisfaction experienced by tourists about cultural attraction.
10. There is no significant difference between the importance accorded and the level of satisfaction experienced by tourists about the various Government policies regarding tourism at Agra.

Research Methodology

Research is an academic activity and as such the term should be used in a technical sense. According to Clifford Woody Research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting; organizing and evaluating data; making decisions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis. Research is, thus, an original contribution to the existing stock of knowledge making for its advancement. It is the pursuit of truth with the help of study, observation, comparison and experiment. In short, the

search for knowledge through objective and systematic method of finding solution to a problem is research. The systematic approach concerning generalization and the formulation of a theory is also research. As such the term 'research' refers to the systematic method consisting of enunciation the problem, formulating a hypothesis, collecting the facts or data, analyzing the facts and reaching certain conclusions either in the forms of solutions towards the concerned problem or in certain generalizations for some theoretical formulation.

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic a search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. It is a careful investigation or inquiry especially through search for new facts in any branch of knowledge.

The purpose of research is to discover answer to questions through the application of scientific procedures. The main aim of the research is to find out the truth which is hidden and which has not been discovered as yet. Though each research study has its own specific purpose, we may think of research objectives as falling into a number of following broad groupings: To gain familiarity with a phenomenon or to archive new insights into it (studies with this object in view are termed as exploratory or formulative research studies); To portray accurately the characteristics

of a particular individual, situation or a group (studies with this objective in view are known as descriptive research studies); To determine the frequency with which something occurs or with which it is associated with something else (studies with this object in view are known as diagnostic research studies); To test a hypothesis of a causal relationship between variables (such studies are known as hypothesis – testing research studies).

Research used to investigate the psychological reasons why individuals buy specific types of merchandise, or why they respond to specific advertising appeals, to determine the base of brand choices and product preferences. What makes people to undertake research? This is a question of fundamental importance. The possible motives for doing research may be either one or more of the following: Desire to get a research degree along with its consequential benefit; Desire to face the challenge in solving the unsolved problems, i.e., concern over practical problems initiates research; Desire to get intellectual joy of doing some creative works; Desire to be service of society; Desire to get respectability.

However, this is not an exhaustive list of factors motivating people to undertake research studies. Many more factors such as directives of government, employment conditions, curiosity about new things, Desire

to understand causal relationships , social thinking and awakening, and the like may as well motivate (or al times compel) people to perform research operation.

The basic type of research areas follows:-

Descriptive Research: This research is the most commonly used and the basic reason for carrying out descriptive research is to identify the cause of something that is happening. For instance, this research could be used in order to find out what age group is buying a policy of Bajaj Allianz, whether a company's market share differs between geographical regions or to discover how many competitors a company has in their marketplace. However, if the research is to return useful results, whoever is conducting the research must comply with strict research requirements in order to obtain the most accurate figures/results possible.

Descriptive research can be of two types:

1. Quantitative descriptive research emphasizes on what is, and makes use of quantitative methods to describe, record, analyze and interpret the present conditions.
2. Qualitative descriptive research also emphasizes on what is, but makes use of non-quantitative research methods in describing the conditions of the present.

Sometimes referred to as non-experimental or correlation research, descriptive research studies the relationships among non-manipulated variables only. In this type of research, the investigator selects the relevant variables from the events/conditions that have already occurred or exist at present, and analyzes their relationship without introducing any manipulations to the variables. In descriptive research, we study the events or human behaviour in natural settings, because sometimes it would be difficult to manipulate the variables, and because sometimes it is unethical. For example, if you want to study the effect of smoking on the chances of cancer development, it would be totally unethical to deliberately assign subjects in the group that will smoke and in that who will not so that a comparative study could be done. So, this and other types of relationships between and among the variables are studied under natural conditions of the classroom, home, factory, offices, etc. Because of its ease in use, descriptive research is the most popular and widely used method in educational research. The descriptive research method is easy to use because in this method, the research data can be very easily obtained and interpreted. The results of descriptive research provide us with a platform to make important decisions and also generate more research ideas to be tested by the future researchers

Analytical research takes descriptive research one stage further by seeking to explain the reasons behind a particular occurrence by discovering causal relationships. Once causal relationships have been discovered, the search then shifts to factors that can be changed (variables) in order to influence the chain of causality. Typical methods used in analytical research include:

• Case studies

• Observation

• Historical analysis

• Attitude surveys

• Statistical surveys

Investigation of the findings of 'pure' or basic research, to determine if they could be used to develop new products or technologies. Also, the research conducted to solve specific problems or to answer specific questions. In accounting for research and development costs, the development costs may be carried forward but the basic and applied research costs are often written off as incurred. Every organizational entity engages in applied research. The basic definition for applied research is any fact gathering project that is conducted with an eye to acquiring and applying knowledge that will address a specific problem

or meet a specific need within the scope of the entity. Just about any business entity or community organization can benefit from engaging in applied research. Here are a couple of examples of how applied research can help an organization grow. Applied research can be very simplistic within a given application or it can become quite complicated. While the principle of applied research is easily grasped, not every organization contains persons who are competent in the process of engaging in applied research. Fortunately, there are a number of professionals who are able to step in and help any entity create a working model for applied research. In some cases, this may be the most productive approach, since an outsider often notices information that may be easily overlooked by those who are part of the organization. Whether implemented as an internal effort or outsourced to professionals who routinely engage in applied research, the result is often a higher public profile for the organization, and improved opportunities for meeting the goals of the entity

Basic research, fundamental research (sometimes pure research), is research carried out to increase understanding of fundamental principles. Research concerning some natural phenomenon or relating to pure mathematics are examples of fundamental research. Similarly, research studies, concerning human behaviour carried on with a view to make

generalizations about human behaviour, are also examples of fundamental research. The goal of fundamental research is to gain knowledge and understanding of the physical world, without regard to whether or not the knowledge discovered will be of any practical use. This is different from applied research, in which scientific investigation is carried out in order to discover a solution to a practical problem. Quantitative research is used to measure how many people feel, think or act in a particular way. These surveys tend to include large samples - anything from 50 to any number of interviews. Structured questionnaires are usually used incorporating mainly closed questions - questions with set responses. There are various vehicles used for collecting quantitative information but the most common are on-street or telephone interviews. Quantitative research is descriptive and provides hard data on the numbers of people exhibiting certain behaviours, attitudes, etc. It provides information in breadth and allows you to sample large numbers of the population. Qualitative research is a field of inquiry that crosscuts disciplines and subject matters. Qualitative researchers aim to gather an in-depth understanding of human behaviour and the reasons that govern human behaviour. Qualitative research relies on reasons behind various aspects of behaviour. Qualitative research allows you to explore perceptions, attitudes and motivations and to understand how they are

formed. It provides depth of information which can be used in its own right or to determine what attributes will subsequently be measured in quantitative studies. Verbatim quotes are used in reports to illustrate points and this brings the subject to life for the reader. However, it relies heavily on the skills of the moderator, is inevitably subjective and samples are small. Techniques include group discussions/workshop sessions, paired interviews, individual in-depth interviews and mystery shopping (where the researcher plays the role of a potential student, etc in order to replicate the overall experience). Qualitative research seeks out the 'why', not the 'how' of its topic through the analysis of unstructured information – things like interview transcripts and recordings, emails, notes, feedback forms, photos and videos. It doesn't just rely on statistics or numbers, which are the domain of quantitative researchers.

Qualitative research is used to gain insight into people's attitudes, behaviours, value systems, concerns, motivations, aspirations, culture or lifestyles. It's used to inform business decisions, policy formation, communication and research. Focus groups, in-depth interviews, content analysis and semiotics are among the many formal approaches that are used, but qualitative research also involves the analysis of any unstructured material, including customer feedback forms, reports or media clips. Conceptual research is that related to some abstract ideas or

theory. Philosophers and thinkers to develop new concepts or to reinterpret existing ones generally use it. Empirical Research is research that is based on experimentation or observation, i.e. Evidence. Such research is often conducted to answer a specific question or to test a hypothesis (educated guess). It is database research, coming up with conclusions, which are capable of being verified, by observation or experiment. All other types of research are variations of one or more of the above stated approaches, based on either the purpose of research, or the time to accomplish research, or the environment in which research is done, or on the basis of some other similar factor. From the point of view of time, we can think of research either as one time research or longitudinal research. In the former case the research is confined to a single time period, whereas in the latter case the research is carried on several time periods. Research can be field setting research or laboratory research or simulation research, depending upon the environment in which it is to be carried out. Research can as well be understood as clinical or diagnostic research. Such research follows case – study methods or in- depth approaches to reach the basic casual relations. Such students usually go deep into the causes of things and events that interest us, using very small samples and very deep probing data gathering devices. The research may be exploratory or it may be formalized. The

objectives of exploratory research is the development of hypothesis rather than their testing, whereas formalized research studies are those with substantial structure with specific hypothesis to be tested. Historical research is that which utilizes historical sources like documents, remains etc.. to study events and ideas of the past, including the philosophy of persons and groups at any remote point of time. Research can also be classified as conclusion- oriented and decision – oriented. While doing conclusion- oriented research, a researcher free to pick a problem, redesign the enquiry as he proceeds and is prepared to conceptualize as he wishes. Decision – oriented research is always for the need of a decision maker and the researcher in this case is not free to embark upon research according to his own inclination. Operation research is an example of decision – oriented research since it is a scientific method of providing executive departments with a quantitative basis for decisions regarding operations under their control.

“All progress is born of inquiry. Doubt is often better than confidence, for it leads to inquiry and inquiry leads to invention is a famous Hudson Maxim in context of which the significance of research can well be understood. Increased amounts of research make progress possible. Research indicates scientific and inductive thinking and it promotes the development of logical habits of thinking an organizations”.

The role of research in several fields of applied economics, whether related to business or to the economy as whole, has greatly increased in modern times. The increasingly complex nature of business and government has focused attention on the use of research in solving operational problems. Research, as an aid to economic policy, has gained added importance, both for government and business. Research provides the basis for nearly all government policies in our economic system. For instance, government's budgets rest in part on an analysis of the needs and desires of the people and on the availability of revenues to meet these needs. The cost of needs has to be equated to probable revenues and this is a field where research is most needed. Through research we can devise alternative policies and can as well examine the consequences of each of these alternatives. Decision making is not be a part of research, but research certainly facilitates the decision of the policy maker. Government has also to chalk out programmes for dealing with all facets of the country's existence and most of these related directly or indirectly to economic conditions. The plight of cultivators, the problems to big and small business industry, working conditions, trade unions activities, the problem of distribution, even the size and nature defence services are matters requiring research. Thus, research is considered necessary with regard to the allocations of nation's resources. Another area in

government, where research is necessary, is collecting information on the economic and social structure of the nation. Such information indicates what is happening in the economy and what changes are taking place. Collecting such statistical is by of means a routine task, but it involves a variety of research problems. These days nearly all government maintain large staff of research technicians or experts to carry on this work. Thus, in the context of government, research as a tool of economic policy has three distinct phases of operation, viz, (i) investigation of economic structure through continual compilations of facts; (ii) diagnosis of events that are taking place and the analysis of forces and underlying them; and (iii) the prognosis, i.e., the prediction of future developments. Research has its special significance in solving operational and planning problems of business and industry. Operations research and market research, along with motivational research, are considered crucial and their results assist, in more than one way, in taking business decisions. Market research is the investigation of the structure and development of the market for the purpose of formulating efficient policies for purchasing, production and sales. Operations research refers to the application of mathematical, logical and analytical techniques to the solution of business problems of cost maximizations or of profit maximizations or what van be termed as optimization problems. Motivational research of determine why people

behave as they do is mainly concerned with the determination of motivations underlying the consumer (market) behaviour. All these are of great help to people in business and industry who are responsible for taking business decision. Research with regard to demand and market factors has great utility in business. Given knowledge of future demand, it is generally not difficult for a firm, or for an industry to adjust its supply schedule within the limits of its projected capacity. Market analysis has become integral tool of business policy these days. Business budgeting, which ultimately results in projected profit and loss account, is based mainly on sale estimates, which in turn depends on business research. Once sales forecasting is done, efficient production and investment programmes can be set up around which are grouped the purchasing and financing plans. Research, thus, replaces intuitive business decisions by more logical and scientific decisions.

Research is equally important for social scientists in studying social relationships and in seeking answers to various problems. It provides the intellectual satisfaction of knowing a few things just for the sake of knowledge and also has practical utility for the social scientist to know for the sake of being able to do something better or in more efficient manner. Research in social sciences is concerned both with knowledge for its own sake and with knowledge for what it can

contribute to practical concerns. “This double emphasis is perhaps especially appropriate in the case of social science. On the other hand, its responsibility as a science is to develop of a body of principles that make possible the understanding and prediction and prediction of the whole range of human interactions. On the other hand, because of its social orientation, it is increasingly being looked to for practical guidance in solving immediate problems of human relations.”

In addition to what has been stated above, the significance of research can also be understood keeping in view the following points: To those students who are to write a master’s or Ph.D. thesis, research may mean a careerism or a way to attain a high position in the social structure; To professionals in research methodology, research may mean a source of livelihood; To philosophers and thinkers, research may mean the outlet for new ideas and insights; To literary men and women, research may mean the development of new styles and creative works; To analysts and intellectuals, research may mean the generalization of new theories. Thus, research is the fountain of knowledge for the sake of knowledge and important sources of providing guidance for solving different business, governmental and social problems. It is a sort form of training, which enables one to understand the new development in one’s field in a better way.

To achieve the desired result the study was depend on tested

methods of surveys and interviews of the various constituents of the tourism industry, including the tourists. Surveys had been conducted with purposefully designed questionnaires, and interview methods. Proper analysis of the government policies and the data of tourists arrivals and receipts in U.P. will also help in deriving conclusions in the research. Informations were gathered from the state tourism department and the data available on the internet.

- ❖ Concentrated efforts need to be made to undertake in depth and applied studies on the Demand Supply perspectives in India Context, if the country is to achieve its rightful share in International Tourism.
- ❖ In view of the huge geographic area of the country vis-a-vis the multitude of diversity in the tourist resources in its different geographic, cultural and socio-economic sector, it becomes imperative to confine research to limited and defined geographic and administrative regions.
- ❖ Uttar Pradesh is steadily emerging as a major destination on the International map of tourism. However, considering the rich touristic appeal of the state, specially its fascinated monumental, cultural and wildlife heritage, alongside the unique and colorful folk art and craft forms, its market both in terms of domestic and

foreign tourism is still meager as compared to the prevailing tourism is still meager as compared to the prevailing tourismagnetic appeal.

- ❖ Therefore, it becomes imperative to critically asses the situation and cross examine the facts in the light of the tourism development, strategies adopted by the state of Uttar Pradesh, and accordingly suggest viable steps to this effect. Role of U.P. Tourism Corporation in the development of tourism, human resource management and employment.

MODUS - OPERANDI

- ❖ Information on the geographic and socio-cultural perspectives of the study area shall be collected from the authentic secondary resources including books, research papers, project readings and published and unpublished reports of a concerned governments departments.
- ❖ The qualitative and quantitative analysis of tourist demand shall be based on the interpretation derived out of the specially framed questionnaires. Different set of questionnaires shall be developed to collect the responses from the tourists and public sectors, tourism institutions, tourism enterprises and the common man. To

perceptualize the opportunities, scope, constraints and gray areas with regard to the growth and development of tourism in the study area.

- ❖ For requisite details on planning and policy aspects the scholar shall exclusively be depending on available published and unpublished reports of the U.P. Tourism, UPTDC, Govt. of India, Dept. of Tourism and such other Institutions.
- ❖ Having had understood the state of problem the strategies shall be recommended essentially considering the viability perspective.

Some studies so far been undertaken on growth and development of tourism in Uttar Pradesh. Uttar Pradesh erstwhile a backward and underdeveloped region has tremendous potentials for tourism and related activities is presently doing reasonably good job towards growth and development of tourism. Among of a few other studies directly or indirectly dealing with similar.

LIMITATIONS OF THE STUDY

As it is apparent from the above discussion, limited works are available on the subject of present research. Thus fact obviously would compel the researchers to consistently interact with Govt. organizations, hoteliers, tourism scholars and experts from allied field of not only the

study area (i.e. U.P.) but also of the Country at large so as to keep on improving the data collection and interpretation techniques in order to reach to nearly authentic conclusions time, money and manpower would again be a major restraint areas in view of these comprehensively large framework of the present study.
