

PLANNING FOR TOURISM DEVELOPMENT AND MANAGEMENT OF U.P. TOURISM DEVELOPMENT CORPORATION

Suggestions and Recommendations:

Planning is a general term signifying a proposed method of action or procedure to achieve a pre-determined goal or an objective. There are certain basic factors which are to be taken into consideration in the planning process. First of all, there must be an objective and that objective must be clearly understood and accepted by all those who are to be involved. Secondly there must be a programme leading to the objective . Lastly there must be a measurement of progress towards the objective set. The key factors, therefore, for a successful planning are the objectives, programme and the measurement of the objective. The preparation of a plan pre-supposes two very important planning principles. Firstly the plan must be comprehensive in nature. In other words, all major internal and external factors influencing the pattern and magnitude of development must be considered, understood and fully analysed in establishing policy and direction for growth. Secondly, in preparation of any plan, it is essential to follow a planning process. Process implies an orderly sequence of tasks or action.

The need for planning arises whenever some rational thinking is required to arrive at a choice among a set of limited means so that certain ends are satisfied, especially when the means are substitutable among

themselves. In other words planning essentially attempts to allocate scarce resources between different competing uses with a view to maximising output, income and employment and to ensure the balanced growth of different sectors. Such planning may be at an individual level or at a firm level or an industry level, or for the economy as a whole. There are broadly two economic systems prevailing in the economy: Planned economy and Market economy. Planned economy is one in which each production unit (or a firm) uses only the resources of men, material and equipment allocated to it by quota and disposes of its products to persons or firms indicated to it by simple order. On the other hand a market economy is controlled by the forces of market, like demand, supply, prices, transport, etc. Planning can be applied to any type of economic system, whether centrally structured or built up of many units of purely market economy character. The different institutional frameworks will lead to compulsory planning under the first system and to indicative planning under the second.

Tourism Planning

Tourism is one of many activities in a community or region that requires planning and coordination. Planning is the process of identifying objectives and defining and evaluating methods of achieving them. Planning mean planning which considers all of the tourism resources, organizations, markets, and programs within a region. Planning also considers economic, environmental, social and institutional aspects of

tourism development.

Tourism planning has evolved from two related but distinct sets of planning philosophies and methods. On the one hand, tourism is one of many activities in an area that must be considered as part of physical environmental, social and economic planning.

Tourism may also be viewed as a business in which a community or region chooses to engage. Individual tourism business conduct a variety of planning activities including feasibility, marketing product development, promotion, forecasting and strategic planning. If tourism is a significant component of an area's economy or development plans, regional or community wide marketing plans are needed to coordinate the development and marketing activities of different tourism interests in the community.

This ensures a balance between serving the needs and wants of the tourists versus the needs and wants of local residents. A formal tourism plan provide a vehicle for the various interests within a community to coordinate their activities and work toward common goals. It also is a means of coordinating tourism with other community activities.

In the field of tourism, the need for planned development is of paramount importance. Many countries in the world, especially the developing countries, have lately realised the importance of tourism and the benefits which it brings out. The use of macro-economic planning techniques for tourism sector are however relatively new. The increasing

significance of tourism as a source of income, employment generation, regional development and as a major factor in the balance of payments for many countries has been attracting increasing attention on the part of many governments as well as other with an interest in economic development. Thus, tourism development became more and more a particular field of research in the economic planning undertaken by many countries.

Coordinating Planning:

The peculiar characteristics of tourism make it particularly beneficial in terms of general economic development. From this follows the necessity of adopting a policy, which will take into account all the country's economic sectors which have a direct or indirect interest in its expansion. On the other hand, tourism, as an integral part or specific sector of the general plan of economic development, can only prosper within the context of the country's overall progress even though it calls for its own particular policy.

Tourism like other economic activities flourishes best when it fits into a context of general economic policies and programmes designed to lead to the optimum growth of the economy of a country as a whole. This calls for coordination. . Coordination between tourism planning and the general plan must, therefore, be based on coordination of effort in all the sectors concerned. Tourism policy must therefore be a global policy of development, taking into account the important implications, affecting the

progress of this activity. In addition, the overall tourism development plan must take into account the social and cultural components of the phenomenon, as these also acquire prominence in the development process.

The planning of tourism, whether at the national or the regional level, must be regarded as an integral, and therefore, coordinated part of the country's general economic and social planning. This coordinated approach has a direct bearing on the success of the tourism industry, more so in a developing country. It is also to be remembered that tourism is not one business but involves many industries and a whole range of complex processes. A plan for tourism can only survive and serve its stated purposes, if there is coordination among all the processes. A first requisite is the need to ensure that the government organs specifically responsible for the tourist sector play their important role, which is that of cooperating with all those governmental departments responsible for the tourist sector play their important role, which is that of cooperating with all those governmental departments responsible for other branches concerned with the expansion of tourism.

A process for tourism planning or the subjects of analysis of a plan of tourism development must be correlated with all the elements noted above, in order that they can achieve an optimum level of expansion without creating serious imbalances of various kinds. If a country, region or an area possesses attractions and provides some hospitality for

prospective tourists, tourism will probably develop. If this tourism development is to benefit the host area formal forward looking planning is essential. If tourism planning is to happen in a specific area, someone or some entity must stimulate and enunciate the original idea. This basic inspiration must be shared by some entity which holds controlling interest and responsibility for the resources to be utilised by the tourism industry. This principle holds true for planning a programme of any scope or dimension. For instance, there may be an existing resort, hotel or industry in a region. The stimulus may be realisation that there is potential for growth if only existing facilities can be expanded or new ones generated. At the other extreme, an area may have potential but underdevelopment resources. No matter what the situation for effective tourism planning, there must be active involvement and participation by persons or entities controlling the essential resources.

There are several processes or analysis of a plan for tourism development. It is very important that these processes are properly adhered to. The description of these planning processes as given here can only be briefly indicative and limited to mere suggestive of the topics or steps without entering into detailed analysis. Any plan must take into account these processes if it is to attain objectives in a given period of time.

Like any planning, tourism planning is goal oriented, striving to achieve certain objectives by matching available resources and programs

with the needs and wants of people. Planning requires a systematic approach, usually involving a series of steps. The process is best viewed as an iterative and on-going one, with each step subject to modification and refinement at any stage of the planning process.

There are six steps in the planning process :

1. Define goals and objectives.
2. Identify the tourism system.
 - a) Resources
 - b) Organizations
 - c) Markets
3. Generate alternatives
4. Evaluate alternatives
5. Select and Implement
6. Monitor and evaluate

Step One : Obtaining clear statements of goals and objectives is difficult, but important. Ideally, tourism development goals should flow from more general community goals and objectives. It is important to understand how a tourism plan serves these broader purposes. Is the community seeking a broader tax base, increased employment opportunities, expanded recreation facilities, better educational programs, a higher quality of life? How can tourism contribute to these objectives?

If tourism is identified as a means of serving broader community goals, it makes sense to develop plans with more specific tourism development objectives. These are generally defined through a continuing process in which various groups and organizations in a community work together toward common goals.

Having a good understanding of tourism and the tourism system in your community is the first step toward defining goals and objectives for tourism development. The types of goals that are appropriate and the precision with which are able to define them will depend upon how long community has been involved in tourism and tourism planning.

In the early stages of tourism development, goals may involve establishing organizational structures and collecting information to better identifying the tourism system in the community. Late, more precise objectives can be formulated and more specific development and marketing strategies evaluated.

Tourism is defined in many ways. Generally, tourism involves people travelling outside of their community for pleasure. Definitions differ on the specifics of how far people must travel, whether or not they must stay overnight, for how long, and what exactly is included under travelling for "pleasure". Tourism plan to include day visitors, conventioners, business travelers, people visiting friends and relatives, people passing through, or seasonal residents?

Tourism system by breaking it down into three subsystems:

1. Tourism resources
2. Tourism organizations, and
3. Tourism markets.

Tourism resources are any (1) natural (2) cultural (3) human or (4) capital resources that either are used or can be used to attract or serve tourists. A tourism resources inventory identifies and classifies the resources available that provide opportunities for tourism development. Conduct an objective and realistic assessment of the quality and quantity of resources.

Natural Resources :

- ❖ Climate seasons
- ❖ Water resources-lakes, streams, waterfalls
- ❖ Flora-forests, flowers, shrubs, wild edibles
- ❖ Fauna-fish and wildlife
- ❖ Geological resources- topography, soils, sand dunes, beaches, caves, rocks and minerals, fossils.
- ❖ Scenery-combinations of all of the above

Cultural Resources

- ❖ Historic buildings, sites
- ❖ Monuments, shrines

- ❖ Cuisine
- ❖ Ethnic cultures
- ❖ Industry, government, religion, etc.
- ❖ Anthropological resources
- ❖ Local celebrities

Human Resources

- ❖ Hospitality skills
- ❖ Management skills
- ❖ Seasonal labour force
- ❖ Performing artists-music, drama, art, storytellers, etc.
- ❖ Craftsman and artisans
- ❖ Other labour skills from chefs to lawyers to researchers
- ❖ Local populations.

Capital

- ❖ Availability of capital, financing
- ❖ Infrastructure transportation roads, airports, railroads, harbors & marinas, trails & walkways
- ❖ Infrastructure: utilities water, power, waste treatment, communications.

Tourism Management Organizations and Services

Off-Site: Coordination, planning, technical assistance, research, regulation:

- ❖ State Departments of Commerce, Transportation & Natural resources.
- ❖ Educational Organizations and consultants, e.g., Travel & Tourism Research Association:
- ❖ Travel Data Center : Travel Reference Centre, Travel, Tourism and Recreation Resource Center.
- ❖ Travel information and reservation services.

On-Site : development, promotion and management, of tourism resources.

- ❖ Department of Commerce, Transportation & land management agencies.
- ❖ State Agencies, department of commerce, transportation and land/facility management agencies.
- ❖ Local government organizations, e.g. visitor information, chamber of commerce, convention and visitor's bureau, parks.
- ❖ Businesses
 - Accommodations : Hotels, motels, Lodges, resorts, bed and breakfast cabins and cottages, condominiums, second homes,

campgrounds.

- Food and Beverage: Restaurants, Grocery, Bars, nightclubs, fast food, catering services.
- Transportation: Air, rail, bus, local transportation : taxi, auto, bicycle, boat rental, local tour services.
- Information: Travel agencies, information and reservation services, automobile clubs.
- Recreation Facilities and Services: Winter sports: ski, skating, snowmobile areas; Golf courses, miniature golf, Swimming pools, water slides, beaches, tennis, handball, racquetball courts, bowling alleys, Athletic clubs, health spas; Marinas, boat rentals and charters, hunting and fishing guides, Horseback enterprises, sporting goods sales and rentals.
- Entertainment: Nightclubs, amusement parks, spectator sport facilities: Gambling facilities: casinos, horse racing, bingo, video arcades, art galleries and studios, craft shops, studios, demonstrations, performing arts, theater, dance, music, film; historic and prehistoric sites; museums art, history, science, technology, arboreta, zoos, nature centers.
- Special festivals and events
- Support services: Auto repair, gasoline service stations, boat and recreation vehicle dealers and service; retail shops,

sporting goods, specialties, souvenirs, clothing, health services, hospitals, clinics, pharmacies, laundry and dry cleaning, beauty and barber shops, baby sitting services, pet care, communications: newspaper, telephone, banking and financial services.

Tourism Markets

Tourists makeup the third, and perhaps most important subsystem. Successful tourism programs require a strong market orientation. The needs and wants of the tourists choose to attract and serve must be the focus of much of marketing and development activity. Tourists fall into a very diverse set of categories with quite distinct needs and wants.

The Environment:

A tourism plan is significantly affected by many factors in the broader environment. Indeed, one of the complexities of tourism planning is the number of variables that are outside of the control of an individual tourism business or community. These include such things as tourism offerings and prices at competing destinations, state policy and legislation, currency, exchange rates, the state of the economy, and weather.

Local populations also must be considered in tourism planning. As they compete with tourists for resources, that they can be significantly affected by tourism activity.

Step Three: Generating Alternatives:

Generating alternative development and marketing options to meet goals requires some creative thinking and brainstorming. The errors made at this stage are usually thinking too narrowly or screening out alternatives prematurely. It is wise to solicit a wide range of options from a diverse group of people. If tourism expertise is lacking in your community, seek help and advice outside the community.

Tourism planning involves a wide range of interrelated development and marketing decisions.

- ❖ How much importance should be assigned to tourism within a community or region?
- ❖ Which general community goals is tourism development designed to serve?
- ❖ Which organization(s) will provide the leadership and coordination necessary for community tourism planning? What are the relative roles of public and private sectors?

Step Four : Evaluating Alternatives

Tourism development and marketing options are evaluated by assessing the degree to which each option will be able to meet the stated goals and objectives. There are usually two parts to a systematic evaluation of tourism development and marketing alternatives: (1) Feasibility analysis, and (2) Impact assessment.

Feasibility Analysis : First, screen alternatives and eliminate those that are not feasible due to economic, environmental, political, legal, or other factors. Evaluate the remaining set of alternatives in more detail, paying particular attention to the market potential and financial plan.

Impact Assessment: When evaluating alternative development and marketing strategies it is important to understand the impacts, both positive and negative of proposed actions. The types of impacts and their importance vary across different communities and proposed actions. Generally, the size, extent, and nature of tourism impacts depend upon:

- ❖ Volume of tourist activity relative to local activity.
- ❖ Length and nature of tourist contacts with the community.
- ❖ Degree of concentration/dispersal of tourist activity in the area.
- ❖ Similarities or differences between local populations and tourists.
- ❖ Stability/sensitivity of local economy, environment, and social structure.
- ❖ How well tourism is planned, controlled and managed.

Impacts of Tourism:

Economic Impacts:

- ❖ Sales, revenue and income
- ❖ Employment
- ❖ Fiscal impact taxes, infrastructure costs

- ❖ Prices
- ❖ Economic base and structure

Environmental Impacts

- ❖ Lands
- ❖ Waters
- ❖ Air
- ❖ Infrastructure
- ❖ Flora and fauna

Social Impacts

- ❖ Population structure and distribution
- ❖ Values and attitudes
- ❖ Education
- ❖ Occupations
- ❖ Safety and Security
- ❖ Congestion and crowding
- ❖ Community spirit and cohesion
- ❖ Quality of Life

Impacts of Local Government

Uttar Pradesh Tourism Development Corporation provides most of the infrastructure and many of the services essential to tourism

development, including highways, public parks, law enforcement, water and sewer, garbage collection and disposal. Evaluate tourism decisions with a clear understanding of the capacity of the local infrastructure and services relative to anticipated needs, and take into account both the needs of local populations and tourists.

Impacts on Business and Industry

If most products and services for tourists are brought outside of the local area, much of the tourist spending "leaks" out of the local economy. The more a community is "self-sufficient" in serving tourists, the larger the local impact.

Impacts on Residents

Local residents may experience a broad range of both positive and negative impacts from tourism development. Tourism development may provide increased employment and income for the community. Although tourism jobs are primarily in the service sectors and are often seasonal, part time, and low-paying, these characteristics are neither universal nor always undesirable. Residents may value opportunities for part time and seasonal work. In particular, employment opportunities and work experiences for students or retirees may be desired.

Residents may also benefit from local services that otherwise would not be available. Tourism development may mean a wider variety of retailers and restaurants, or a better community library. It may also

mean more traffic, higher prices, and increases in property values and local taxes. The general quality of the environment and life in the community may go up or down due to tourism development. This depends on the nature of tourism development, the preferences and desires of local residents and how well tourism is planned and managed.

Steps Five and Six

Implementation and Monitoring and Evaluation:

Monitor progress in implementing the plan and evaluate the success of the plan in meeting its goals and objectives on a regular basis. Plans generally need to be adjusted over time due to changing goals, changing market conditions, and unanticipated impacts. It is a good idea to build monitoring and evaluation system into planning efforts.

The fact that tourism is by its nature somewhat different from other sectors of the economy makes it more necessary that there should be careful planning. This is much more important for the developing countries which cannot afford to waste scarce resources. The various issues involved in the planning and development of tourism especially in the developing countries show how necessary it is for these countries to adopt a monetary policy, a policy of agriculture, of public works, of health of transport etc. as different elements of its national economic plan, and it should on the same grounds, adopt a specific policy of tourism development.

Tourist Demand and Supply: One of the early steps in planning is

gathering information on the things the way they are and on the potential available for desirable growth. One of the main problems in investigating the potential of tourism can be the simple lack of information. Recording of information and the development of statistics is, therefore, of utmost importance. The important initial steps in evaluating a potential for tourism development lies in determining present status. An analysis of the present structure of demand and supply in tourism is a precondition of any other estimate. This information base is a prerequisite for initiating tourism planning programme. In the first place there must be a survey of the tourist attractions of various types which the country has to offer. Without a full study of the attractions a country possesses, it is not possible to plan for future expansion. It is, therefore, of fundamental importance that a very careful assessment be made of all attractions-physical, cultural, historical that a country posses.

It is highly desirable that the attractions should be developed progressively throughout the entire country so that tourism is spread as widely as possible. In this way the benefits which accrue from the industry are also widely spread and most parts of the country benefit. Areas and attraction which are singled out for special development should appeal to the widest possible cross section of tourists over the longest possible season. By adhering to this principle, overdependence upon a particular season of the year will be avoided. Priority should be given to those attractions which can be most easily and most successfully

developed. Those attractions which can be based upon the existing infrastructural services should be given priority as these would require less finance. Since it is very difficult, rather impossible to develop all the potential attractions at the same time, it is embarked upon until the volume of visitors can justify them. Finally it is important to know that the tourist is usually looking for something new, he desires new experiences, different environments, new thrills, etc. Any country possessing attractions which are unique or out of the ordinary should attempt to capitalise on these for they are likely to have a great drawing power.

Demand must then be estimated, for both national and foreign tourists. Both internal and external data on tourism activities affecting the area under consideration should be assembled. This task should use published statistics on travel and tourism which are readily available from international and regional organisations. In addition travel and accommodation statistics can be assembled from the region under study. Next the tourist supply must include all the different types of facilities additional to various types of accommodation establishments. Special attention must be given to the seasonal factor, i.e. the annual fluctuations in the demand as related to the country's tourist attractions.

Establishing Objectives: The initial data or the information thus gathered should develop a composite picture of what tourism can do for and to a particular area. In order to relate these projected results to a

decision on whether to proceed with tourism development, there must be a basis for comparison. This basis is the cumulative set of objectives which should be developed concurrently. Basically objectives for tourism should be a subset of the overall objectives (either implicit or documented) for nation, the economy, the people and the social structure with an area. There are however, no hard or set rules as to what the objectives should be. In general, however, tourism objectives should deal with growth leading to increased standard of living, employment level, opportunities for intellectual growth, enhancement of the investment potential in an area or country. Cumulatively, tourism objective should describe the set of conditions under which a favourable decision should be made.

If the data indicate that reasonable objectives for tourism development can be met, this will generally lead to a decision to proceed with a conceptual planning study. As a first step towards preparation of conceptual plan for tourism development, a market study begins with a determination of the type of tourism business which exists and can be expected. Market study provides the basis for conceptual planning. The conceptual plan provides a general view of the future tourism development programme and the steps necessary to achieve targeted results.

Preparation of master plan is another important step in planning. Master planning is a process for completing and detailing additional work

in on the portions of the conceptual plan which are approved for further development. The differences between conceptual and master planning lie largely in the level of details involved. Where conceptual planning for example, might indicate the need to expand airport runways and terminal facilities, master planning would go into specifics on land and construction.

Territorial Planning: The need will arise for locating each pole of tourism development so as to fit in with the general policy of territorial planning. Particular attention must be given here to natural and cultural assets of country, while avoiding the damage which results from an unbalanced exploitation of their economic value. The need for tourist territorial planning must be reconciled with the limits in place of industrialisation and urbanisation which even though complementary to tourism, can constitute a serious danger to it. It will also be necessary to plan further tourism development in the selected zones in order to avoid excessive concentration in one area.

Basic Infrastructures: If a tourism development programme is to succeed, it is necessary to provide life support through a number of infrastructural facilities and services. Infrastructure elements comprise the system of services and utilities which are necessary to the operation of a tourism destination. The estimation of the basic infrastructure required for tourist expansion accordingly becomes a key economic factor in proceeding to the active phase of implementation. This infrastructure will

be either specifically tours in nature, e.g., transport, or more general, such as energy producing units, and will in any case relate with the type of tourism envisaged. The requirements will be for both tourists and local residents. As various agencies are responsible for the development of infrastructural services, coordination is very essential. Without coordination different elements of infrastructure may infringe upon other resulting in wasteful expenditure. Specific areas of infrastructure are power, water, communication, sewage and drainage, roads and highways, parks, recreation and health care facilities.

Financial Planning: Financial plan is very essential for a successful tourism development plan. Before any major attraction facility of destination gets into full swing, considerable expenses are involved. There follows the study of a vital element in tourist development, that is, the financing of both infrastructure and superstructure. Assessing the cost of the project is relatively easy when compared to assessing benefits. There may be a choice of locations or a choice of techniques. Estimates must be made for each choice within a feasible range. Each proposal must be assessed separately to establish its feasibility, cost benefit and degree of priority in making a plan. Agencies concerned with the development of an optional national investment programme should compare investments in tourism facilities and related infrastructure with alternative investment opportunities in other sectors.

In the case of U.P. Tourism Development Corporation already

possess an active tourist industry or have potential for increased tourism development, finances for investment will usually be available readily. However, in the case of developing states which are anxious to develop tourism, due to financial constraints, the provision of adequate resources of capital may be difficult. The development of tourism sector will be only one of the number of options for development before a government, since government resources will inevitably be inadequate for all the competing claims upon them. In view of this the proposed investment in tourism must be justified in terms of its anticipated contribution to the economic development of the country.

The government may take the initiative in project development, but it will expect private investment support. If the government is anxious to develop and promote an active tourist industry it will help the private investor to the maximum extent. This can be done first, by creating a favourable climate for investment and, second, by assisting private investor to consider tourism development as an attractive investment proposition. This could be done by way of offering special financial incentives such as subsidies, tax concessions, preferential rates of interests, credits, special facilities for purchase of land, etc. All these investment incentives in some form or the other encourage private investment in tourism sector.

In addition to public and private finance, foreign capital also plays an important role in tourism development programmes. Attention will

have to be given to financial means and facilities designed to attract foreign capital. A basic obligation at this stage will be the calculation of the output capital ratio, which will depend for the most part in the external economies which can be achieved. Foreign investment is usually welcomed by many developing countries, largely because of their own acute shortage of capital resources.

Human Resource Planning: Efficient and professional management is an obvious prerequisite of successful tourism development. Of equal importance, however, is the quality of staff training, which is often relatively neglected during the early stages of tourism sector development. Tourism basically being a service business, a developing destination must take the necessary steps to built a pool of efficiently trained manpower to fill various jobs which will be created subsequently. A variety of jobs will have to be created to look after and manage various tourist services. Special attention, therefore, will have to be given to needs in manpower and personnel to be trained and rendered qualified for the various tourism professions. Special care has to be taken to ensure that there will be no shortage of trained manpower in case there is expansion of facilities and services. In the case of a developing country, it will also be appropriate to study at this stage the volume of manpower required for activities complementary to accommodation industry, in particular in the commercial sector.

In planning for human resources development, programmes should

be established to screen and train prospective employees so that they could acquire both attitudinal as well as technical skills. Attitudinal characteristics contribute to an employee's so that they could acquire both attitudinal as well as technical skills. Attitudinal characteristics contribute to an employee's success in tourism position and include pride, flexibility, adaptability and judgment. Technical skills required include facility and equipment operation and maintenance, financial management, food and beverage production and service, personnel management and administration and system analysis and design. In order to determine the need for various personnel required, a staff planning exercise may be done. This involves a series of steps which include job analysis, preparing job descriptions, job specifications and preparing staff forecasts. This sequence of activities leads to a detailed forecast of exactly what types of persons, with which specific qualifications and skills will be required at all major facilities within the tourist destination. All this helps in determining the development of requisite education and training programmes within the country for local residents. This will also help in determining whether there is a need for trained personnel from other countries and also whether local people are to be sent for training elsewhere.

Administrative Structure: Next comes the necessity of setting up an adequate administrative organisation to look after various aspects. If a tourism programme is to succeed, the responsibility of success must be

assumed by some entity in the form of an organisation. The U.P. Tourism Development corporation should have a charter and resources appropriate to carry out various functions. Many countries have established special departments or agencies to manage and coordinate tourism programme. Depending upon the economic, social and political structure in the country, the tourism organisation may be a governmental department, a semi government agency in the form of corporation supported by government but operating outside its organisational structure. It may also be a private sector organisation with government support and recognition. Whatever form the tourism organisation takes, it needs to exercise its authority and responsibility in the sphere of tourism development. The administrative organisation looks after both the legal aspects, i.e. the preparation of the legislation required for the installation of the various tourism services, dealing with such matters as the classification of hotels or the control of travel agencies, etc. It has various departments for planning, marketing, research, training, legal and administrative service.

Tourist Marketing and Promotion: The final stage of the plan is concerned with the preparation of promotional activities aimed at launching the new tourist industry both within and outside the country. The main concern of tourists is having an enjoyable and pleasant experience rather than details associated with planning their journeys. Most of the tourists leave these details to travel professionals and intermediaries who look after all the details of the travel plans. Contacts

with and support of the travel professionals and intermediaries are among the most important factors for successful marketing and promotion of tourist destination. Facilities and specialties of travel professional include national tourist offices, regional travel promotion organisation, airlines including other carriers, tour whole-sellers, tour operators, travel agents, travel clubs and convention and conference organisers. The various channels of communication used to inform and stimulate include tourist literature in the form of catalogues, brochures and folders, direct mail, advertising, public relations and publicity. All these media are selected and organised into promotional campaigns aimed at selling to consumers and travel professionals and intermediaries. The media campaigns are timed in such a way that these correspond with the selling effort supporting a destination. It is very important to ensure that these activities match the level of tourist development to be achieved.

Monitoring Progress: Monitoring the progress periodically is very crucial to get the best results. Preparation of a plan document is not an end in itself. The task of the planner does not end when a plan for three years, five years or seven years has been prepared. A system of constant revision and monitoring of the plan progress should be a part of the exercise of the planning. Targets must be revised continually in the light of changing resources and other circumstances. To use a more elegant vocabulary, a plan is static and planning must be dynamic. Plans are interesting mathematical or literary or technical exercises that can be

formulated with a great variety of methods and degrees of perfection. Planning on the other hand is a diffuse but coherent process of making and revising decisions that must be closely attuned to the implementation of planned action. What is needed is a system of monitoring progress and mechanisms for constantly and rapidly adjusting to the changing conditions and circumstances.

The Time Factor: Time factor is a very important element. The main purpose of developmental planning is to move towards self-sustaining growth; that is, to create a cadre of trained manpower, to increase knowledge of natural resources and their effective utilisation and to create institutions for enterprising investment. All this takes time. The plan could be for 25 years, 10 years, 7 years or 5 years duration. Many planners are of the view that the first development plan should be a 10 year plan, as it requires an assessment of long term perspective. Time is a fundamental factor in the reparation of the plan and in the identification of the objectives to be attained upon its termination. The medium term plan ranges between three and seven years with five years as the most popular choice. The long term ranges upwards from 10 years to 25 years.

The short term plan on the other hand is an annual plan. The annual plan is the controlling plan as it is the authorised document to check its possible achievements being matched by available resources year by year. It is governed by medium or long term plan, which sets its direction. The annual plan is the operative document, while long term or medium term

plan budgets is the core of planning process. Time factor is the main element in the planning including planning tourism in any nation. It is vital to the prospect of achieving the economic and social expansion which is linked with tourism.

Tourism is receiving ever increasing attention from national governments and from international developmental agencies. It can generate the much needed foreign exchange for financing other sectors of the economy of a developing country and also for bridging the trade gap. In its broadest sense, tourism can do more to develop understanding among people, generate employment and raise the living standards than any other economic force known. There is unlimited potential for tourism development. If properly conceived and executed development will prove not only to be financially viable but will also prove to be of immense benefit to a country. Inadequate planning and development on the other hand, can increase probabilities of failure resulting in great loss.

It is perhaps much easier to have planned development in countries where there is a potential which is only just beginning to be realised. However even in these countries with a long established and a highly developed tourist industry, some measure of planning is essential. Planning is essential for three main reasons: first most countries to a lesser or greater degree have planned economies and if tourism development is to be part and parcel of national economic development, then this sector of economy also should be subjected to planning.

Secondly, the success of tourism development depends very largely upon appropriate facilities being available in the right place and at the right time and these can only be provided by adequate research into national tourist assets and markets. Research has a very important part to play in the future planning of tourism development. Thirdly, planning is required to ensure that the natural and man made assets are conserved and protected to maintain tourist appeal, for lack of care and coordinated development may impair and even ruin those assets upon which tourist industry is founded.

Environmental Aspects: Today there is a growing concern throughout the world for the protection of the environment and the individuals quality of life. man in his quest for economic development and enjoyment of the riches of nature has been carrying out a large number of developmental activities in all fields including tourism.

In the field of tourism there has been a growing concern over the years regarding environmental protection and conservation. A growing concern for the protection of the environment and the individual's quality of life is being felt. It is within this context that the relationship between tourism and the environment has been receiving a growing level of attention from both the public and private sector organisations in various countries in the world. For instance, during the last decade and a half various international bodies have cooperated in the preparation of a host of studies, plans, programmes and activities on tourism and environment.

At every leading platform where tourism is discussed, environmental protection receives attention.

The tourism boom which characterised the 1960s as a result of the introduction of jet travel was also responsible for the advancements in the development of statistical measurements and evaluation of tourism. More and more governments realising and evaluation of tourism. More and more governments realising the importance of tourism to their country's economies started collecting and compiling the basic tourist statistics to determine the benefits and also to plans for future developments. Some evaluation studies of qualitative aspects of tourist movements were also undertaken. Various surveys conducted showed that natural tourist resources were the primary factor that attracted the tourists even in the countries rich in cultural heritage. There was large movements from urban areas to beaches, mountains and other natural resources for rest and recreation.

This impact of mass movement of tourists to various tourist resorts was however, not healthy. The great increase in number of visitors to these areas resulted in rapid, unplanned construction of hotels and other dwelling for use of tourists and for migratory services employees. This unplanned growth threatened to destroy the very environment that was the tourist attraction in the first place. There appeared an environmental threat both aesthetic and ecological from overcrowding of particularly attractive areas.

The need for what began to be described as an 'integrated approach' to the tourism development was felt by both governments international agencies and the public in general. Increased interest began to be generated in what was termed as 'ecological impact' of tourism.

Tourist Environmental Policy: the Tourist environmental policy had the following highlights:

- (a) recognition that protection of the environment, which is at the very basis of the development of tourism, has often been neglected in physical planning policies. This entailed promoting an awareness that the real interests of tourism did not lie in the immediate profitability of plan but in a rational utilisation of tourist natural resources which far from damaging them, would contribute to their development. Accordingly, it was seen as essential to base development policies on long term prospects and on the basic needs of tourists;
- (b) recognition that as tourism was largely international in natural offering the natural resources to individuals of another country for their cultural enrichment and well being; the protection of the tourist capital was in the interest of everyone and must be dealt with at world level. Underlying this recommendation was an awareness that close international cooperation was necessary so that no region would be at a disadvantage as a result of having adopted high quality environmental protection measures;

(c) recognition of a lack of uniformity in the way in which environmental protection was handled at national level. In many cases there were no provisions to ensure that tourism interests were represented within bodies with responsibility for the environment and physical planning. It was therefore seen as necessary to establish or strengthen collaboration between all bodies dealing with the problems of nature protection. The need was also seen to set up a special body at national level responsible for coordinating steps to protect nature, a proposal that was subsequently to be adopted by the United Nations Conference on the Human Environment at Stockholm.

Central to such a policy was seen to the establishment of an inventory of natural tourist resources with a view to identifying in particular:

- (i) protected areas or natural reserves where attempts at the very least should be made to conserve or re-establish the natural balance (national parks, forest reserves, etc.)
- (ii) areas reserved primarily for tourism because of their natural attractions and from which industries would be excluded (beaches, mountain resorts, etc.)
- (iii) mixed natural areas in which the establishment of industry must be so planned as to safeguard the main tourist resources.

Implicit in the above policy directives was the concept of classification or zoning, whereby areas with a particularly sensitive or fragile environment would not be developed for tourism or at least where tourism access would be severely restricted. In areas where tourism development was to be permitted on a larger scale, planning measures were seen as essential if the growth of tourism itself were not to produce adverse environmental effects; the pollution of bathing water, for example. Legislation was seen as playing a key role in the implementation of the tourist environmental policy. It was needed not only in national parks or nature reserves but also in tourist areas in general so as to prevent anarchic construction of dwellings, dirty camping grounds or beaches, forest fires or the proliferation of advertising hoardings outside of towns.

Guidelines: A key feature of the new tourist environment policy was the establishment of guidelines for the development of new tourist resorts. These suggested that new developments should conform to a definite plan drawn up by a multidisciplinary team of experts in legislation, tourism and ecology. According to these guidelines, if the conception of the plan was the responsibility of regional or local authorities, account should be taken of the developments in neighbouring areas or localities so as to achieve coordination of measures necessary to protect natural surroundings. It was also considered desirable to establish suitable reception capacity at the resort in order to plan the communication and

transport infrastructure and the distribution of areas for building a recreational plant so avoiding traffic problems, air pollution and noise congestion, etc. Finally, architecture and the general aspect of buildings and the situation of sports facilities or camping sites should be so designed as to ensure harmony with natural surroundings and vegetation.

In planning parks, forests or even the countryside, the competent authorities should also ensure that ecological principles were applied and prevent the destruction of trees, flora and fauna by determining the areas to be set aside for the construction of buildings and by creating paths and other means of access which were not harmful to the beauty of the sites. The pollution of water and beaches was recognised as a serious threat to main tourist areas and it was recommended that specific measures be taken to limit or prevent these effects.

It has been seen that major social benefits accrue to tourists themselves. But tourism also has valuable spillover benefits for tourist receiving countries. Notable among these is the contribution of tourism to the preservation of historic sites and cultural values. Careful cleaning and beautifying ancient monuments, clearing the areas around the monuments and improving them, for tourism purposes is a case in point. Through tourism development, the environment is not degraded but in fact can be improved. So great has been the national and international demand for tourism and recreational facilities that governments have increasingly to face up to the choice between extending public access and availability of

sites, and conservation and protection against over development. Governments are increasingly aware that future growth of the industry will necessitate careful management and avoiding overdevelopment of regions of natural beauty. Moreover, saturation in principal destination areas will require a more active policy of diversification and redistribution of tourist flows.

Regional Planning Consideration: The potential of a region for tourism may be so great that its development will be central to economic goals and plans. However, regional planning for tourism more often will be considered as a separate and distinct planning effort, aimed primarily at determining the best location of facilities like hotels, resort facilities and transportation networks. Such planning views tourism primarily as a source of foreign exchange earnings. This approach would recommend development to accommodate maximum possible number of projected visitors and to design facilities to generate the maximum possible spending by the tourists. However, this approach of profit maximising in tourism development can result in deterioration of fragile environment and attractive landscapes through overbuilding and excessive number of visitors. The aim is conserving the environment amenities of a region and advancing regional development through interdependence. The more local people benefit from tourism the more they will benefit from a commitment to preserve the environmental features which attract tourism. Consideration of the region's ecological characteristics are

essential to providing adequate criteria for the development of facilities and viable plans for the use and management of resources for tourism.

Carrying Capacity: In every tourist spot there is a carrying capacity for tourists, as well as for any other type of use, which will vary with the fragility of the area concerned and the nature of the tourist activity contemplated. For example, an island rainforest is a fragile environment which could be endangered by excessive numbers of people. Enjoyment of such an environment by visitors necessitates a degree of restraint. By contrast a recreational beach is not easily damaged by sun bathers or swimmers. Planning facilities for tourism development in the first case would require limitations on hotel and similar other installations in the region concerned, in order not to encourage excessive numbers of tourists, whereas in the second case high density accommodations for tourism might well be tolerated.

Of all the modern industries, tourism has the greatest need to protect the environment of the places of natural and cultural importance be it a monument, a beach resort or a wildlife sanctuary. The planners must consider the environmental process wherever large investments are made in tourism development. The tourist has a strong desire to see the experience places of wonder and beauty in areas where nature remains essentially unspoiled. Destinations noted for their particular character and beauty should not be reduced to innocuous urban jungles in order to keep pace with the visitor inflow. Wildlife which is deteriorating and vanishing

so rapidly can be safeguarded. The environment in which various animals live can be properly preserved. Similarly, many other tourist areas can be safeguarded against forces which are responsible for their degeneration. Tourism must be used as a positive factor in environmental improvement.

Physical planning and area development are therefore very essential for environmental improvement. Tourism development can become a positive factor for improving the environment if a certain amount of basic planning and aesthetics are applied in the entire process. Whenever there is any major tourism development, environmental planning should be made part of that development. Any development without some controls, without any thought given to the environmental factors can in fact prove to be disastrous and ultimately will be counterproductive for tourism itself.

Since many agencies are involved in tourism development, coordination is therefore very necessary among various segments responsible for environmental development and improvement. With a view to preserving the unique character, atmosphere and natural setting of monuments and other places of tourist interest, a coordinated approach needs to be evolved to exercise environmental control of tourist centres. In countries where there are town and country planning acts, these should be made effective enough and their provisions should cover legal protection to control environmental balance in tourist development areas. In order to ensure that the Act is properly enforced, it would be desirable

to involve all those agencies which are responsible for tourism development. In countries having a federal set up, the authorities responsible for governing should carefully study the impact that the opening of a new area to tourists is likely to have on the cultural and social environment of the area. A Master Plan or Area Development Plans should be formulated before permitting the tourists access to these areas. Concerned local authorities should be consulted at the time of working out of the proposals for area development with tourist potential. In order to ensure the implementation of the environmental control, it may be desirable for various regions to appoint coordinating committees consisting of various interests and departments to implement effectively environmental policies.

Conservation Policy: A modern concept of conservation is that of science and ecology. The premises is that of man environment balance. the only way of striking this balance is to define conservation as protection of natural resources. Conservation means the exercise of rigid controls to prevent habitat destruction, habitat homogenisation, reduction of species and natural resource pollution. Conservation in the sense of preservation of the cultural heritage is popularly supported today. Many man made artifacts have a scarcity value that becomes as important to society well being as do the natural resources. Therefore conservation means their protection, restoration and interpretation.

Today the relationship between U.P. Tourism Development

Corporation and the environment has been receiving a growing level of attention from both public and U.P. Tourism Development Corporation all over the world. During last decade various national and international bodies have cooperated in the production of great number of studies, programmes, plans and activities on tourism and environments.

Tourism resources available in U.P. Tourism Development Corporation consist at the same time of space, facilities and values. These are resources whose use cannot be left uncontrolled without running the risk of their deterioration, or even destruction. The satisfaction of U.P. Tourism Development Corporation requirements must not be prejudicial to the social and economic interests of the population in tourist areas, to the fundamental attraction of tourism, and historical and cultural sites. All tourism resources are part of natural heritage of mankind. U.P. Tourism Development Corporation must take the necessary steps to ensure their preservation. The conservation of historical, cultural and religious sites represents at all times, and notably in time of conflict, one of the fundamental responsibilities of states.

Uttar Pradesh is a Cultural-Socio-Geographic Centre of Tourism automatically use in popular parlance the recognition of the region is based on cultural structure of the country a rural locale and religious center having its own sanctity in the mind of the people.

The many cities of Uttar Pradesh is very much cosmopolitan in nature and less provincial folk tradition. It has an important mechanism of

religious circulation to integrate the country as a whole it has its contact field religious communication and receptivity of the diffusion and circulation it has its own felt identity to conclude it may be added that one of them Mathura-Vrindavan is dynamic and futuristic city, it is a traditional nerve center and cultural Hub of Braj Region. Its boundaries spread in the heart of the people. It has enjoyed a high position in having unique tradition, customs, rituals, fair and festivals. Mathura-Vrindavan has inspired and inspiring and will inspire the generation of India.

The cultural resources of the Allahabad, Kanpur, Agra, Allahabad and other many cities have another specific characteristic which can act as a positive element in the Uttar Pradesh as well as over the country. Those developing countries that possess an ancient civilization or an original culture can benefit greatly from tourism as many people would like to experience the exotic. There will be a great urge on the part of the tourist to visit and become acquainted with the ancient civilization.. The main justification for cultural tourism is in fact not solely the cultural heritage alone. It also means the prospect of contact with other civilizations, their original and varied customs and traditions with their distinct characteristics. The entire process creates a powerful lever on motivation towards travel. A factor favourable to the U.P. is the unequalled and characteristic novelty of the different civilizations, ancient and recent, so revealed, which can only add a further and decisive motivation for undertaking the journey.

Tourism remains basically a cultural phenomenon. One way of hastening the beneficial effects resulting from tourism is to bring the cultural heritage into the economic circuit, thus justifying the investments made at the cost of the national community for its preservation. Taking a strictly economic view of the cultural heritage of a nation may not be altogether justified, considering that the preservation of its culture is one of the basic responsibilities of any community. But considering the financial obstacles especially for the developing countries. Hence tourism can contribute unique benefits to the exploiting of the cultural heritage of a nation and can serve indirectly to improve the individual cultural level of both nationals and foreigners, while at the same time developing into national wealth. The circle thus closes: cultural and tourist economy, instead of standing in opposition, derive reciprocal advantage from one another.

Religiously this region is a very pious place to the Hindus and as such tourism industry has started developing in the region but its infrastructure is very weak. There is immense potential in the region, if judiciously promoted, can boost the economy of the state by the development of tourism industry in the region. Unfortunately, tourism has been confined to Agra and Mathura only centering the Taj Mahal, Agra Fort and some temples of Mathura. Jain Temples at Agra attract few tourists for want of publicity. The Department of Tourism, State of Uttar Pradesh does not take care of other tourist spots save the aforesaid two places in the region. No infrastructure has been created in the grass

root for development of tourism industry in the entire region. Whatever plans and programmes to develop the tourism industry have been adopted and/or sanctioned, are all paper transaction and no serious effort has been taken to implement the same. A special incentive package should be made available for encouraging new tourism projects as well as expansion of existing tourism units. Infrastructure facilities should be strengthened and developed within the State, particularly in Special Tourism Areas. Effective mechanisms should be set up to build meaningful co-ordination with the Central Government and State Government agencies, the local self-government bodies and the Non-Government Organizations. As a whole with proper research and marketing tourism can be developed in the region which will be helpful for the local people and economy also.

Thus we can say that Uttar Pradesh is a developing place and there are much more chances to be developed it systematically in such a way that its original and natural form unaffected.

Now it has been developed the religion area means its development will be according to keeping in mind religious feeling of people.

So government should try this that there should be the well contribution of people of Uttar Pradesh, it should take their suggestions also so that it may be developed in an advance way.