ABSTRACT

TITLE: ROLE OF TOURISM IN THE ECONOMIC DEVELOPMENT OF HILLY REGION OF UTTAR PRADESH

Tourism is one of the world's largest and fastest growing industries. Unlike other industries, it has to depend largely on a number of allied industries like hotel, restaurents transport etc. It is, therefore, properly called a combination of inter-related industries.

Tourism is a nascent industry in our country India is really a tourists paradise and Uttar Pradesh has great potentials. Hilly region of Uttar Pradesh is an enchanted land having rich cultural and spiritual heritage. It offers immense opportunities to tourist to delve deep into hoary past and bubbling present. It provides an opportunity to feast one's eyes in kaleidoscopic scenic beauty and wonderful wild life.

Most recent research in some foreign countries reveal that the amount of foreign exchange earned through tourism can rise to such high figures as to make a radical improvement in a country's balance of payment. Tourism has brought about significant improvement in the economy of several European countries such as Italy,
Austria, Spain, and Switzerland. The economy of these countries bear glowing testimony to the fact that investment in tourism is a most profitable proposition and is capable of providing massive help to their economies.

Tourism is an important industry affecting the socio economic development of a country or a region. The case of U.P. and its economy is no exception to this particular rule. The objectives of this work are:

1. To bring in light impact of tourist industry in the economic development of hilly region of Uttar Pradesh.
2. To study the framework of tourism in total social, economic, and political.
3. To analyse the nature of tourist market and character of tourist plant (Accommodation transport and locale).
4. To determine the social economic and political significance of tourist industry.
5. To develop tourist aptitude in hilly people and
6. Prepare them physically and mentally to earn foreign exchange to raise their standard of living and for the economic development of the region.
Tourism is a fruitful enterprise of the present age and this can help in speeding up the stages leading to the economic take-off of any developing country or region. The receipts from tourism are not just a balance of payments advantage. Tourist spending represents money and profits to a large number of big and small business. Huge income can be earned by hotel and catering industries, the railways, internal air-carriers, buses, taxies and hired cars, shopping establishments, theatre, cinema and other entertainment services. It can employ directly as well as indirectly large number of people. In this way tourism is a great commercial preposition.

As a matter of fact Tourism is an economic activity which depends on specialised manpower. Training and development of manpower in Tourism must be professionally planned. Organised and conducted through continuous and concentrated programmes.

Tourism must receive a higher priority and resource allocation in national and State Planning. Tourism is ready to move from the take off stage to the stage of self-sustained growth. Way of living, way of spending educational standards and entertainment of Foreigners must be carefully watched by our citizens. Efforts should also be made for making domestic tourists more happy.
In order to carry out this study, various methods are adopted primarily by the researcher, depending on the survey method carried out on the basis of a comprehensive schedule of information – with the help of questionnaires. Besides, that the investigator also adopted observation method being resident of Uttar Pradesh. He personally visited different tourist spots of Hilly region of Uttar Pradesh and gathered information from the centres. The relevant matter so collected could enable him to form his own opinion on various aspects of Tourism. He also personally interviewed a large number of Indian and Foreign Tourists in order to have first hand information. The problems faced by tourists in Hilly region of Uttar Pradesh are also known through personal interviews. Besides that the tourist departments were also contacted and relevant data was collected to be added. Secondary information has also been called from magazines, journals, survey reports brochures booklets and tourism literature published by various governmental and non governmental organisations.