This study on the "Role of Tourism in the economic development of Hilly Region of Uttar Pradesh" has been divided into seven chapters.

The first chapter deals with the concept and Philosophy of tourism. This chapter highlights. the Economic, Social, Educational, Political and Psychological importance of tourism. Infact tourism is a highly developed economic activity. It is very useful for all countries particularly the under developed ones.

It provides enormous opportunities for employment and is an intensively employment oriented activity. It helps distribution of wealth. The movement of tourists from developed to less developed countries or from more developed areas to less developed areas within the same country leads to balancing the socio-economic structure through transfer of funds. It has a great social contribution by way of bringing people together who belong to different cultural social and economic background. It thus helps to develop international relations, better understanding about different reactions and creates a feeling of natural oneness among people. It contributes to the foreign exchange earning through the influx of foreign tourists. It helps in the
projection of the desired image of a country before the nations of the world through the touring ambassadors.

The second chapter discusses about Tourism structure in India and Role of Indian Tourism Development Corporation. There has been exceeding curiosity in Western people for India on account of its glorious past, rich cultural heritage, religious background, unique lifestyle and above all plenty of natural attractions and inborn instinct of cordial hospitality. Prior to independance there was sheer absence of any state encouragement this vital economic sector but after independence attention was paid to it.

The establishment of a separate ministry gave a big boost and new dimensions to Tourism and it started to be recognised as an industry highly capable of foreign exchange earning and employment provider. In addition to tourism structure it also focuses its attention on the importance of tourism in National economy. Travel is the 4th dimension of Modern Economics. Tourism is a catalyst to economic growth and foreign exchange earnings. Its a multi billion dollar activity - the second largest after oil industry and largest single employer in the world. Apart from removing regional imbalances and opening new growth centres providing employment opportunities for
young men and women, yielding tax revenue to the government sustaining many trades like handi crafts etc. The contribution of tourism industry to the national income, tax revenue of the Govt., regional development, etc. are substantial and undisputed, when compared with the traditional manufacturing and trading business, the contribution of tourism to the national economy is varied and considerable.

The third chapter reveals about the tourist attractions of the hilly region of state. Uttar Pradesh with its rich cultural heritage, fascinating flora and fauna and immense natural beauty has tremendous tourist potential. Places like Badrinath, Kedarnath, Gangotri and Yamunotri attracts the Hindu pilgrims within and outside the country. The spots of natural beauty and landscape of the state are so attractive, fascinating and varied that hardly any other region of the world can compete with its beauty and grandeur. The states cultural heritage, historical monuments and physical features have immense attraction for tourists. In addition to tourist centres it also gives information about the various accommodations available at tourist centres of hilly region of Uttar Pradesh. Accommodation facilities constitute a vital and fundamental part of tourist
supply. An adequate supply of accommodation suitably formed to the requirement of the tourist market is one of the basic conditions of tourist development.

The fourth chapter highlights the promotion of tourism in the hilly region of Uttar Pradesh. Uttar Pradesh enjoys a leading position in the country in respect of places of tourist attraction. This being one of the biggest state in India, has plenty of forests, rivers and monuments of historical, religious and architectural importance. It is full of mountains, valleys and lakes. This is then is Uttar Pradesh, a subtle threading of different people and cultures into a harmonious whole. This chapter has been written to highlight the development of tourism in hilly region of Uttar Pradesh. It also focus on the porojection of the potential of the region as important area of tourist interest. It reviews policy of state and central govt. for the promotion of tourism in Hilly region of Uttar Pradesh. It also discusses aims and objects and strategy to be adopted for the promotion of tourism.

In the fifth chapter, an attempt has been made to examine and analyse the impact of tourism on the economic development of hilly region of Uttar Pradesh. Tourism cannot be taken as a simple business activity because it
is such a unique business activity as having a series of socio economic impacts. As an economic factor tourism plays an important role in the hills of Uttar Pradesh as the socio-economy of this region, largely, depends on it. It generates income and provides employment opportunities to millions of persons. It also plays an important role in the social, educational and cultural fields and indeed in promoting peace by broadening the minds of people and fostering tolerance and understanding among them. It also preserves and enriches our life style, cultural expressions, our heritage and enriches our economy in a profound way. For example, when a visitor pays his hotel bill, the money received by the management will be used to pay various debts incurred or make outlays on behalf of the visitor, electricity, telephone, personal and other goods and services. The recipient in turn, use the money received to pay their bills to satisfy their personal wants. Visitors money in this way may be spent several times, spreading into different sectors of the economy each time giving rise to fresh income. The unbroken series of conversion of visitor money constitute the multiplier effect" by which economic growth takes place.

The sixth chapter is devoted to make a critical study of the pattern of tourism in Uttar Pradesh. Its aim is to examine whether the pattern of tourism development
in U.P., specially in hilly region is serving the needs of the economy. Development of tourism is quite sensitive a venture vis-a-vis the problem of maintaining an ecological balance between environmental and developmental parameters. Nature - Man - God make a trio and it is left to man to see that nature in its purity embodies the spirit of Godliness. The tourist visiting hills have to face a number of problems. The problems are from the point of views of tourists, regular residents, businessmen and administration.

The seventh and concluding chapter contains recommendation with focus on the findings and suggestions emanating therefrom.

In order to speed up evaluation of tourism, the first requirement is that leaders of thoughts and action in society should be convinced of long range benefits. Business leader with dynamisions and vision, should also be harnessed to make tourism as an industry with genuine growth in the hilly region of Uttar Pradesh. Tourism is an economic activity which depends on specialised manpower, the training and development of which must be professionally planned, organised and conducted through continuous and concentrated programme.

In important feature that emerges out of the work is the fact that what has been done in the field of
tourism in this hilly region of Uttar Pradesh is not sufficient and in some cases not in the right direction. This may be due to lack of well defined policies. Hence there is a need for evaluating the policies adopted by the Govt. in relation to the tourism industry so that it would be possible to locate gaps and lapses. For developing an appropriate tourism infrastructure in hilly region of Uttar Pradesh, a few things must be kept in mind:

- There is a need to develop satellite centres around the important tourist spots to avoid congestion as most of the tourist centres in the hills become crowded during peak season. It is suggested to open the interior and develop new centres in hills where seasonality is a major factor and these centres to be linked with proper mode of transport.

- Adequate attention should be given for better road and air transportation facilities at important tourist centres.

- Private entrepreneur be encouraged, liberal loans and subsidies should be sanctioned to the businessman by the Govt. to establish, accommodation, wayside snacks/bars on national and state highways. These facilities will lead to the promotion of tourism.
Organising winter games/sports and festivals every year is also a concrete step in the development of tourism in Hills. Winter Games - regular feature in the winter season is a good attraction to the tourists. Adventure tourism should be encouraged to attract adventure tourist traffic which is growing rapidly in international markets. U.P. Govt. should start to develop new winter sports resorts.

Religious tourism has also been patronised by the state govt. Pilgrims should be provided better facilities and maximum opportunities for religious tourism.

Local Handicraft products to be patronised, these products are very famous in the field of tourism because majority of tourist likes to purchase these products. It is therefore suggested that the Govt. agencies should continue efforts for flourishing of Handloom and Handicraft product in this region. This will positively help in earning revenue and boosting tourism.

Infrastructure of tourism should be improved. The improvement in infrastructure i.e. Accommodation, Food, Transport and other Tourists facilities may enable to earn more revenue.
Publicity is a powerful media for promoting tourism. Tourist centres should be publicised to attract more and more tourists. Publicity and marketing of tourist centres of hilly region of the state should in the form of advertisement and organisation of various fairs and festivals.

**Development of Tourism - Accelerator of Economy:**

Higher priority of state Govt. to the development of tourism is an accelerator of overall economic development of the state through the mechanism of private enterprise and initiative. The importance of Tourism, its economic and social impact, tourism planning and marketing, new tourism policy, projection formulation human resource development in hotels and catering industry, schemes for obtaining financial assistance for setting up tours related projects etc.

The emphasis should be given for integrated programme of tourism and not merely construction of accommodation. The developmental activities and publicity work relating to tourism should be looked by the Govt. while Accommodation, Food, Transport, Entertainment by Private Sector.