CHAPTER -5

DEVELOPMENT OF TOURISM AND

TOURISM POLICY
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CHRONOLOGY OF TOURISM DEVELOPMENT IN THE REGION

Uttar Pradesh state in India has been offering many types of attractions pertaining to tourists’ taste. From the time immemorial, it has various historical, cultural, natural and religious sites which attract tourists of various sorts but until independence no concrete institutional set up was there to develop and promote tourism industry in Uttar Pradesh. It was after independence that enormous effort was started to promote tourism through institutional set up. In the year 1956, tourism development was established in Uttar Pradesh which later in the year 1972 came to be known as Directorate of Tourism for supervision of commercial activities related to tourism. The Uttar Pradesh government has established Tourist Development Corporation (T.D.C.) in the 1974. In 1998, U.P. government had made a tourism policy but at that time Uttarakhand was the main tourist destination and whole policy was made taking into view Uttarakhand as its integral part. But after the breaking away of Uttarakhand from Uttar Pradesh the
government had made a new tourism policy in year 2000-2001. Uttar Pradesh is recognised as one of the most rich tourist region in world. Almost all districts of Uttar Pradesh are replete with tourist attraction of one variety or another.

For the integrated and planned tourism development in Uttar Pradesh, following circuits have been created by tourism department of U.P. government.

1. **Buddha Circuit** comprising Kapilvastu, Sarnath, Shravasti, Sankisa, Kaushambi and Kushinagar.

2. **Braj (Agra-Mathura) Circuit** comprising Agra, Fatehpur sikri, Mathura, Vrindavan and Bateshwar.

3. **Bundelkhand Circuit** comprising Jhansi, Mahoba, Kalinjar, Deogarh and Chitrakoot.

4. **Awadh Circuit** comprising Lucknow, Naimisharanya, Devasharif, Ayodhya, Faizabad, Kanpur and Bithoor.

5. **Vindhya Circuit** comprising Varanasi, Chunar and Vindhyachal.

6. **Eco-tourism, Wild life, Adventure Circuit** comprising Dhudhawa National Park and Bird Sanctuaries of U.P.

7. **Water Cruise Circuit** comprising Allahabad, Varanasi, Chunar, Lucknow, Bithur and Jhansi.
Apart from above tourist circuits, some new tourist circuits are created by the department of tourism of U.P. in 2011. These are following:

1. **Mahabharat Circuit**: Hastinapur, Bagpat, Bijnor.


5. **Sikh Circuits**: Gurudwara Pakki Sangat (Allahabad), Gurudwara Ahrora, Gurudwara Chota and Gurudwara Bhuili (Mirzapur), Gurudwara Nichibagh, Gurudwara Gurubagh (Varanasi)-GuruTeg Bahadur ji ki tapasthal, Chachakpur, Gurudwara Raas Mandal (Jaunpur), Gurudwara Brahmakund (Ayodhya), Gurudwara Ayiyaganj (Lucknow), Grudwara Singh Sabha (Mathura), Gurudwara Hathighat and Gurudwara Guru ka taal (Agra).
6. **Sufi circuits**: Fathpur Sikri, Rampur, Badaun, Bareilly, Lucknow, Kakori, Dewasharif (Barabanki), Bahraich, Kichocharif, Kadesah-kara (Kausambi), Allahabad and Kantit shariif (Mirzapur).


   The above tourism circuit in Uttar Pradesh offer variety of tourism attraction centre for domestic as well as foreign tourists. As the tourism has the potential to absorb most of the working population in variety of related work, it is becoming more and more popular socio-economic activity. It has also checked the out-migration towards the city region as the people are now availing jobs of one form or another in their own cultural region.

   Tourism phenomena in U.P. make this state to remain in focus because this state has continued to be the largest foreign visitor state in India over the years. According to tourism development estimation it has got 8872 crores foreign exchange in 2007 and it has attracted one third foreign tourists (15.24 lakh) as compared to that of whole India.
(50.81 lakh) in 2007. In an estimation of tourism department of Uttar Pradesh, the state has attracted 1177.68 lakh tourists comprising both domestic and international in 2007. This shows a healthy tourism development in Uttar Pradesh.

**TABLE 5.1**

**YEAR WISE TOURISTIC STATISTICS IN UTTAR PRADESH**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Year</th>
<th>India (in lakh)</th>
<th>Foreign (In lakh)</th>
<th>Total (in lakh)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>2003</td>
<td>800.20</td>
<td>8.17</td>
<td>808.37</td>
</tr>
<tr>
<td>2.</td>
<td>2004</td>
<td>883.71</td>
<td>10.37</td>
<td>894.08</td>
</tr>
<tr>
<td>3.</td>
<td>2005</td>
<td>954.41</td>
<td>11.74</td>
<td>966.15</td>
</tr>
<tr>
<td>4.</td>
<td>2006</td>
<td>1055.49</td>
<td>13.29</td>
<td>1068.78</td>
</tr>
<tr>
<td>5.</td>
<td>2007</td>
<td>1162.44</td>
<td>15.24</td>
<td>1177.68</td>
</tr>
<tr>
<td>6.</td>
<td>2008</td>
<td>1278.68</td>
<td>16.76</td>
<td>1295.45</td>
</tr>
<tr>
<td>7.</td>
<td>2009</td>
<td>1348.32</td>
<td>15.50</td>
<td>1363.82</td>
</tr>
<tr>
<td>8.</td>
<td>2010</td>
<td>1447.55</td>
<td>17.33</td>
<td>1464.88</td>
</tr>
<tr>
<td>9.</td>
<td>2011</td>
<td>1554.30</td>
<td>18.87</td>
<td>1573.18</td>
</tr>
</tbody>
</table>

Source: Tourism Department of India, New Delhi
The above table reflects the steady growth rate of tourism in Uttar Pradesh. The total figure swelled to near 1177.68 lakh that tells 150% growth in tourists flow in Uttar Pradesh. Same has been the case with foreign tourists. There has also been 150% growth in their arrival from 2003 to 2007. Recent data available through U.P. tourism department says that Uttar Pradesh has experienced 10% growth rate in both domestic tourist as well as foreign tourist inflow.

TABLE 5.2
YEAR WISE TOURISTIC STATICS IN ALLAHABAD DIVISION

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Year</th>
<th>Tourist Place</th>
<th>Tourist</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Indian</td>
</tr>
<tr>
<td>1.</td>
<td>2001</td>
<td>Allahabad</td>
<td>11078960</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pratapgarh</td>
<td>45756</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kaushambi</td>
<td>56370</td>
</tr>
<tr>
<td>2</td>
<td>2002</td>
<td>Allahabad</td>
<td>12465830</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pratapgarh</td>
<td>500321</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kaushambi</td>
<td>59188</td>
</tr>
<tr>
<td>3</td>
<td>2003</td>
<td>Allahabad</td>
<td>13445168</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pratapgarh</td>
<td>54358</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kaushambi</td>
<td>63923</td>
</tr>
<tr>
<td></td>
<td>Year</td>
<td>Place</td>
<td>Population</td>
</tr>
<tr>
<td>---</td>
<td>------</td>
<td>---------</td>
<td>------------</td>
</tr>
<tr>
<td>4.</td>
<td>2004</td>
<td>Allahabad</td>
<td>15087770</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pratapgarh</td>
<td>65500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kaushambi</td>
<td>280250</td>
</tr>
<tr>
<td>5.</td>
<td>2005</td>
<td>Allahabad</td>
<td>16596547</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pratapgarh</td>
<td>72050</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kaushambi</td>
<td>308275</td>
</tr>
<tr>
<td>6.</td>
<td>2006</td>
<td>Allahabad</td>
<td>18091056</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pratapgarh</td>
<td>79048</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kaushambi</td>
<td>337331</td>
</tr>
<tr>
<td>7.</td>
<td>2007</td>
<td>Allahabad</td>
<td>90449907</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pratapgarh</td>
<td>88576</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kaushambi</td>
<td>366932</td>
</tr>
<tr>
<td>8.</td>
<td>2008</td>
<td>Allahabad</td>
<td>23706060</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pratapgarh</td>
<td>95500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kaushambi</td>
<td>398678</td>
</tr>
<tr>
<td>9.</td>
<td>2009</td>
<td>Allahabad</td>
<td>28637911</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pratapgarh</td>
<td>105000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kaushambi</td>
<td>477215</td>
</tr>
<tr>
<td>10.</td>
<td>2010</td>
<td>Allahabad</td>
<td>30608623</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pratapgarh</td>
<td>111000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kaushambi</td>
<td>501120</td>
</tr>
</tbody>
</table>
GRAPH NO. 5.2
YEAR-WISE TOURISTIC STATISTICS IN ALLAHABAD DIVISION

TOURISTS (IN NUMBERS)

Indian

Tourist

Foregin

- 2001 Allahabad
- 2001 Kaushambi
- 2002 Pratapgarh
- 2002 Kaushambi
- 2003 Allahabad
- 2003 Pratapgarh
- 2003 Kaushambi
- 2004 Allahabad
- 2004 Kaushambi
- 2005 Allahabad
- 2005 Pratapgarh
- 2005 Kaushambi
- 2006 Allahabad
- 2006 Pratapgarh
- 2006 Kaushambi
- 2007 Allahabad
- 2007 Pratapgarh
- 2007 Kaushambi
- 2008 Allahabad
- 2008 Pratapgarh
- 2008 Kaushambi
- 2009 Allahabad
- 2009 Pratapgarh
- 2009 Kaushambi
- 2010 Allahabad
- 2010 Pratapgarh
- 2010 Kaushambi
- 2011 Allahabad
- 2011 Pratapgarh
- 2011 Kaushambi
<table>
<thead>
<tr>
<th></th>
<th>Year</th>
<th>Place</th>
<th>Population</th>
<th>GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>2011</td>
<td>Allahabad</td>
<td>31803984</td>
<td>104947</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pratapgarh</td>
<td>115000</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kaushambi</td>
<td>520560</td>
<td>8260</td>
</tr>
</tbody>
</table>

Source: Tourism Department of Uttar Pradesh, Lucknow.

NATIONAL TOURISM POLICY

For the proper development of any sector, policy formulation is the first and foremost requirement. In the absence of a set policy, maximum chance is towards haphazard development of the concerned sector. Same case applies to the tourism. Tourism did not find due attention after independence and it was neglected sector in the economy of India. Whatever sort of tourism practiced in India that continued till 1970. It was in November 1982 that the Planning Commission of India recognised tourism as an industry and government of India first time announced its tourism policy. The main thrust was aimed at presenting India to the foreign tourists as ‘the ultimate holiday resort’. This policy suggested some measures and objectives to develop tourism in a concerted way. The main objectives under tourism policy were:

- To make tourism a unifying force nationally and internationally fostering better understanding through travel.
• To develop tourism in such ways that it helps to preserve, retain and enrich our world view and life style, our cultural expression and heritage in all its manifestations. The prosperity that tourism brings must cause accretion and strength rather than damage to our social and cultural values and depletion of our natural resources. In tourism, India must present itself on its own terms not as an echo or imitation of other countries and their life styles.

• To develop tourism so that it brings socio-economic benefits to the community and the state in terms of employment opportunities, income generation, revenue generation for the state, foreign exchange earnings and, in general, cause human habitat improvement.

• To develop tourism so that it gives a direction and opportunity to the youth of the country, both through international and domestic tourism, to understand the aspirations and viewpoints of the others and thus to bring about a greater national integration and cohesion.

• To develop tourism so that it offers opportunities to the youth of the country not only for employment but also for taking up activities of nation building character like sports, adventure and
the like. Thus as a programme for the moulding of the youth of the country, tourism is of inestimable value.

Tourism policy suggests following measures also:

1. Granting export industry status to Tourism.
2. Adopting selective approach for developing Tourist Circuits.
3. Inviting private sector’s participation.
4. Utilisation of national heritage for attracting tourists.

The policy recognized the importance of international tourism in earning foreign exchange and accorded high priority to its development. As regards to domestic tourism, it was stated that the domestic tourist travelling within the country, form the bulk of tourist traffic. For a large number of our people who travel on pilgrimage or as tourists for other motivations, the facilities provided to them are minimal. Hence it will be the government’s endeavour to substantially improve and expand facilities for domestic tourists.

As regards to the cultural tourism, it was acknowledged that biggest element in attracting international tourism to India is our architectural and monumental wealth. In government tourism policy, it was proposed to provide adequate tourist facilities at the major centres of cultural interest in a planned manner.
This was to be done in coordination with the state governments. The intention has been to fully exploit the rich heritage of architectural monuments, religious centres dear to the followers of various religions of the world as well as the rich heritage in the field of performing arts, the variety of which could itself be the objective of the tourists’ visit to India.

It was mentioned that tourism would be a common endeavour. Not only the centre and state governments but private sectors along with other agencies like educational and cultural organisations would strive to exploit the tourism potential of the country.

It was also suggested that “every endeavour will be made to secure fiscal and other incentives from the concerned ministries of government in order to make investment in the tourism industry worthwhile. In this process an endeavour will also be made to highlight the fact that in the context of the country needing substantial foreign exchange for its development activities, tourism industry will constitute a major industry for the acquisition of foreign exchange of sizeable quantum not incomparable to and in due course expect to exceed, the contribution of foreign exchange made by the engineering goods industries, handloom and handicraft industries and such other major foreign exchange earning export oriented industries. In this
context an endeavour will also have to be made to obtain for tourism industry the status of an export-oriented industry.”

The policy advocated, was to maintain a balance between conservation and development in order to check the disruption in the eco-system of environmentally sensitive regions and despoliation of archaeological monuments, etc. A new national tourism policy, 2002 has also been finalised by the government\(^5\). The policy seeks to enhance employment potential within tourism sector and foster economic integration with other sector. In order to further accelerate the development of tourism in the country, the thrust areas during the tenth five year plan (2002-07) were:

1. To position tourism as a major engine of economic growth.
2. To harness the direct and multiplier effects of tourism for employment and provide impetus to rural tourism.
3. To provide a major thrust to domestic tourism that will act as a springboard for growth and expansion of international tourism.
4. To position India as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of India as a destination.
5. To acknowledge the critical role of private sector with government working as an active facilitator and catalyst.
6. To create and develop integrated tourism circuits based on India’s unique civilization, heritage and culture in partnership with states, private sector and other agencies.

7. To ensure that tourist to India get physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and “feels India within him.”

TOURISM POLICY OF THE STATE

Uttar Pradesh state of India is very rich region of the world from the tourism point of view. Each and every district of the Uttar Pradesh is replete with historical assets and places. Several tourist places are hither to unknown and they are not yet developed. There is a lot of prospect of employment generation for the youth of the state through tourism.

The government of Uttar Pradesh declared its first tourism policy in the year 1989 but that policy was made considering the western mountainous part of Uttar Pradesh which is now in newly formed Uttrakhand state. In 2001, Uttar Pradesh government made a new tourism policy\(^6\) encompassing following objectives:
(1) Integrated developments of tourist places and to elevate them to such a level so that they can get place on tourism map of the world.

(2) To create an environment that ensures participation of the society and private sector.

(3) To disseminate the ancient tradition “Atithi Devo Bhavah” of the state through all the elements related to tourism.

(4) To develop tourism putting the tourist as the central element.

(5) To pull national and international tourists towards the state.

(6) To generate employment for skilled and unskilled persons through tourism.

(7) To develop such type of employment which are directly related to tourism as guides, hotel managements, travel agents, travel writers, etc. or indirectly related to handicraft and cottage industry.

(8) To develop tourism related infrastructure at international level.

(9) To skill persons attached to tourism industry.

(10) To promote the contribution of common people and private sector.

(11) To promote integrated development of Tourist Circuits of the state.
(12) To give top priority to the publicity of state tourism and marketing.

(13) To promote tourism training, education and research in the state.

IMPACT OF TOURISM POLICY ON THE STUDY REGION

As the study region is abounding in variety of touristic attractions a favourable tourism policy creates positive impact on the study region as whole. The tourism policy announced by the government of India in the 1982 and afterward and that of the state of Uttar Pradesh in 1998 and thereafter has made a profound impact on the region. In conformity with the national tourism policy, the central government continues to endeavour in its objective to develop the region as an unifying force nationally and internationally. In each and every year, the central government allocates a part of its budgets for the ‘Magh Mela’ to preserve, retain and enrich our world view and lifestyle, our cultural expressions and heritage in all its manifestations. Even state government tries to hold its duties by actively participating in it. The budget allocation offers a large resource to maintain its infrastructural setup and other requirements which ultimately attracts tourists in the study area. The tourism policy enables the government
authorities to maintain the places of touristic significance in the study area.

Owing to the tourism policy the region has been able to generate socio-economic benefits to the community in terms of employment opportunities income generation, revenue generation for the state, foreign exchange earnings and cause human habitat improvement. In ‘Ajagara Mahotsava’ (Pratapgarh), every year tourism department of the state gives financial assistance to organise this Mahotsava and people from distant places come and tries to appease their eagerness about events related to the Ajagara site. Due to its touristic significance the places invite attention of the administration and government as a whole for its all round development. The people and youth particularly get jobs in related sector. These things promote social and national building of the country.

In Allahabad district of the study area, ‘Kumbh Mahotsava’ is round the corner (2013 A.D.) It is organised in every twelve year. The government and the people are busy in their hectic schedule for this mega event in accomplished manner. To traverse to its tourism policy the union and state government both are busy to make it the hub of social and cultural manifestations. As the place is having international

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recognition, the administration’s work is in full swing to make everything in order.

Year by year, Magh Mela event has generated economic growth, employment and other related benefits to the people. People of different religion like Buddhism, Jainism etc. come to the region to offer rituals and get cultural and social understanding of these ancient places. The antique Mantra of ‘Atithi Devo Bhava’ promoted by the tourism department of Uttar Pradesh and India disseminates unique respect giving notion towards the national and international tourists. This conforms to the policy of the state as tourist the central element in tourism industry.

A vast matter of touristic significance as ‘The Sangam’, Arail, The Allahabad Fort, Anand Bhavan, Khusrobag, Ardh-Kumbh and Kumbh Mahotsva, Shringaverpur, Ghositaram Vihar, Asokan Pillar, Digamber Jain Temple, Kara Dham, Prabhas Giri, Mangarh Dham etc. have made the region a play ground not only for the ruling regime but for the private business tycoons as they think it fit region for the satisfaction of economic desire. They are even investing in long term projects like infrastructures (bridges, roads, power etc.). Since the region is depleted with important minerals and consequent industrial
backwardness, positive efforts through tourism policy has displayed some or other optimistic result in it.

As far as impact of tourism policy in the region is concerned, some fruitful output can be felt but lots yet to be done. The region may become an important zone of tourism industry if government invites interested groups with more liberal tourist and economic policies. Determined and well planned action may check the present flow of outmigration of youths to the minimum level and encourage them to their self employment in prospective tourism industry of the region.
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