CHAPTER -6

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PROSPECT OF DEVELOPMENT THROUGH TOURISM

Tourism has come to be recognised as a significant factor in many economies of the world. In addition to the established and well defined sectors of economy i.e. primary, secondary and tertiary, the tourism phenomenon has secured its place in vibrant way. As the tourism has become one of the most important phenomena of man's spatial behaviour in modern time, it is obvious that this can bring a drastic change in the developmental process of any region. Increasing pleasure travel tends to beget a number of changes in human life everywhere in the world. Tourists bring money and ideas with them which further cause numerous changes in every sphere of life. Economic transformation through tourism has now normally been accepted by all and accordingly tourism has been recognised as an ‘industry'. It increases employment and income potential in almost every sector of economy at national, regional and local level. Impact of tourism in development of trade has also been accepted. However, money-making is not and has never been the better part of tourism. The social and cultural aspect of tourism, though less perceptible has more far-reaching consequences than economic and others. The perception of social change is intimately related to human values. Socio-cultural transformation through tourism is rather gradual and its real evaluation involves a considerable span of time.
As the study region is replete with diverse socio-cultural glories and numerous historical and archaeological sites, the region has great prospect to attract tourists of all sorts ranging national to international. The renowned ‘KUMBH MAHOTSAVA’, which is organised in every twelve years on the holy and pious land of ‘SANGAM’, provides a great opportunity to the world community to know the socio-cultural value of ours. In the same way, this region also gets opportunity to come in contact with communities of the world and exchange their views over several socio-cultural matters. During the Mahotsava, crores of people gather there to get a dip in Sangam. This becomes the most populated ‘Tamboo City’ on many occasions during a month. Moreover, the people of the region get enormous chance to earn more and more income through various ways. Most of the hotels are flooded with people or tourists, even pause-colonies give their rooms to the tourists and earn money. Tourism Department of Uttar Pradesh has also provided this time around a scheme of ‘Bed and Breakfast’ programme in which foreign and national tourists would get boarding and lodging facilities during a month in Kumbh and Ardh-kumbh Mahotsava.

People of the region get employment in many sectors. Tents, latrine seats, haystacks and fire woods are in great demand. People can seize opportunity to have maximum earnings. Transport sector also gets chance to earn more. Local artisans’ artefacts become matter of great attraction to outsiders. Though the Kumbh Mahotsava is once in twelve years phenomenon but every year in same time period and on same land, Magh
Tourism exposes the region to outside world. All sort of means of transport and communication, facilities for drinking water, electricity generation etc are being developed at large scale. The regional development is natural corollary of the development of tourism in the region. Tourism also plays a role in the establishment of industries having potential for the development of the region.

To sum up, it can be said that there is a bright prospect of development of the study region through tourism. Since industrial backwardness and disguise unemployment of agricultural sector create large number of working population, the tourism industry of Allahabad Division can contain all through various sorts of tourism services i.e. transportation, self-employment in frequent sought commodities, direct employment, indirect employment benefits etc. Therefore, it can be concluded that if the people of the region become prosperous, ultimately the region itself will become developed in all dimensions. Thus, tourism and development both are synonym to each other.

TOURISM AND URBAN DEVELOPMENT

Tourism phenomenon has multiplier effect on the region. As the region is flooded with tourist sites of varied likings, there is every possibility to have a positive developmental effect on every nook and corner of the region. Whenever, tourists visit these places of their interest they would like
to have all the basic facilities for recreation to feel them better. Most of their requirements are to be met by urban sites. The people close by urban places would obviously get opportunity to provide the tourists different variety of services for which they are well paid. Different types of employment opportunity especially in travel agency, restaurant and tent houses are created in urban areas. The urban people earnings are increased and even urban local bodies get services charges provided by them.

In the research area, keeping in view its historical, religious and cultural importance for not only India and neighbouring country’s people but for world communities, there is great prospect that the urban place will be developed at very fast rate. Many demand driven food processing industry though at a small scale will be established in those urban places which are close by to a tourist site. Hotels having super class facilities, hospitals and restaurants would be built to provide one of the best facilities to the Indian as well as foreign travellers.

Kaushambi which is renowned for Buddhist as well as Jain shrines lies in the study area. Here the Ghositaram Vihar Monastery which is believed to have been visited by Lord Buddha in 6th and 9th year after attaining enlightenment and delivered several sermons here, elevating it to a centre of higher learning for the Buddhists. The 6th Tirthankar of Jain Dharma Tirthankar Padma Prabhu was also born, grew up and received his education in Kaushambi. These two events accredited this place world-class
tourist site. The tourist both jain and Buddha dharma including research
scholar pertaining to these two great dharma frequently visit to the city. This
has paved the way for the Kaushambi city to develop more and more by
providing infrastructural facilities. The private and government both agencies
get good earnings. People from East and South East Asian countries come to
this place and live in the city for a number of days sometimes even for
months. If the government as well as private players join their hands and
invest for infrastructural set ups, they will surely get good returns and people
inhabiting in the city will finally get the developmental benefits.

Thus, tourism is also one of the best instruments for the development
of any urban place to its optimum position by seizing the opportunities
received by the tourism phenomenon.

TOURISM AND RURAL DEVELOPMENT

India resides in villages and for the world to know the real spirit of
India, it is essential to have a peep into the rural areas. A new form of
tourism has now made it possible. This is designated as Rural Tourism. It can
be defined as any form of tourism that show cases the rural life, art, culture
and heritage at rural locations, thereby benefiting the local community,
economically and socially as well as enabling interaction between the tourists
and the local community for a more enriching tourism experience can be
termed Rural Tourism.
The rural sites of the study region attract tourists because of its mystique and distinct cultural, historic, ethnic and geographic characteristics. In rural areas tourists get to experience life. The forms of tourism present in the study areas as heritage tourism, farm tourism, pilgrim tourism and nature tourism bring substantial livelihood benefit to the local population. All these plays a major role in the all round development of the region.

Tourism, as of now, increasing consumerism culture of India is being in redefined. People belonging to well off families of urban area especially of metro cities are now fed up with the unhygienic, polluted and fast running life devoid of leisure or excursion. The people of urban cities have now invented rural tourism to have a visit in rural area with their family member including children who have not seen village or rural areas. This rural tourism provides them the opportunity to fulfil various sorts of objectives. As the children of urban region don’t know the cultural life style, agricultural practice and village set up, it bridges the knowledge gap giving them a first hand information of all these otherwise most important part understanding about most important part of India i.e. rural India can’t be well conceived. Besides, the urban persons pass few days in village to escape their haphazard and fast life in peaceful, wholesome and healthy environment.

As the region is full of rural tourist destinations, there is great chance of rural tourism phenomena. Except few places, for instance Anand Bhavan, Sangam, Fort of Allahabad etc.; most of the places are located in rural areas.
A type of rural tourism i.e. farm tourism can be well explained in ‘Aonla farms’ of Pratapgarh and ‘Banana forms’ of Kaushambi, ‘Safeda and Apple’ Guava of Allahabad. The Surkha Guava of Allahabad is world renowned especially farmed in the study region. Unique farm tourism experience is a special feature attached to the region. Therefore, more and more tourists visit every year in these places of tourist importance. Urban people gathering as well as tourists from other rural sites of India provide a great chance for the development of rural area of the region. Since tourism in these areas will increase earning of the local person, they would become prosperous and finally the well being of the whole area can be realized. Several places of this region as Chandikan Dham, Mangarh Dham, Kalikan Dham, Ghositaram Vihar, etc. are localised in interior part of the region but due to tourism phenomena the region has experienced development.

Though enormous prospect of rural tourism appears in the region but rural sites needed infrastructural development. If this prerequisite is fulfilled, obviously the region’s prosperity in rural tourism would become many folds. If this concept is understood by the local bodies and they evolve a plan for development of rural tourism surely and certainly tourist will benefit the rural parts in most explicit way. It is clear that rural tourism, pilgrimage tourism especially of rural areas and eco- tourism all very much exist in the study area and have potential to make an all round development of the region.
TOURISM AND ECONOMIC DEVELOPMENT

Tourism has major economic significance for a country. The receipts from tourism can provide a valuable source of earning for many countries both developed as well as developing. Visitor spending generates income for both public and private sectors besides affecting wages and employment opportunities. Although tourism is a sensitive to the level of economic activity in the tourist generating countries, it provides more fixed earnings than primary products. The income from tourism has tended to increase at higher rate than merchandise export, in a number of countries especially in countries having low industrial wage. There is now and almost assured channel for financial flows from the developed countries to the developing countries, raising the latter’s export earnings and most important source of income for a number of countries both developed and developing.²

In the study region, tourism plays a vital role in narrowing economic imbalance. Most of the places, especially rural areas and areas which have no core competence for business, survive due to religious tourism. It provides business and employment opportunities to local population and helps to take care of their requirement. For instance, ‘Shani Dev’ temple in the study area attracts large number of devotee from far away areas for offering their prayers. The devotees stand in mile long queue to offer their offerings. It provides livelihood to local population who sell mustard oil, sweets, black
tils and black clothes for the devotees supplied by the urban centres. This is a classical example of the religious tourism which feed whole village. This generates employment opportunity in the sleeping semi urban small town and generates business for Bus owner, who take devotees for charter trips on that particular day from far off places. The whole study region has been benefitting for lakhs of devotees visiting different tourist places during different season.

The tourism phenomenon provides tremendous opportunities for marketers to focus on these locations to market their products and services. It is the dual benefit of catering local population as well to promote the product/services.

Definitely, the marketers would get benefit out of the booming tourism as they could find new territories to sell their product and services. They would also take part in developing these places along with the local development authorities.

Tourism is a labour intensive service industry, can create direct as well as indirect income from tourist expenditure by providing tourist goods and services, for example, expenditure in hotels, investment in infrastructure development, taxis, car parking, catering services, purchase of goods and services like water, electricity, good food and beverages etc. All result in income generation. The flow of money generated by tourism multiplies many times as it passes through varied section of economy. This is known as
multiplier effect of tourism earnings. It is the extra income produced in an economy as a result of the initial expending of money.

Multiplier effect of tourism in the region can be understood through the development it has attended till now. Water, sanitation, road, electricity etc are now well maintained in those sites which are visited most by the tourists. The people have become prosperous enjoying the multi-sectoral benefits of the tourism. This is very much reflected in the development of Allahabad. The place gets lots of benefits from pilgrimage tourism that has accorded it a special place in the mind of world community. This has caused multidimensional process of development and change in the study region.

Now the people do not think of going to other cities for earning. They are self-employed and earn much more than they would have got from out migration. Each and every group as well as class whether skilled or non-skilled are busy in their own work pertaining to tourism services.

TOURISM AND SOCIO-CULTURAL DEVELOPMENT

The impact of tourism is broadly defined into three categories- economic, social and environmental. Generally, economic impact is regarded as positive; it broadens and diversifies the economic base, increase income and provides employment as mentioned under tourism and economic development. However, social or environmental impacts are not always
positive, instead they even become negative. It is in this respect that tourism has become somewhat controversial among many social scientists. For some social scientists, there is a good future in tourism and consider it as an omnibus for international understanding, brotherhood and operation. Contrary to it, for others tourism only favours a very small mostly autochothon group, leading to neo colonialism, xenophobia demonstration and acculturation effect.

Tourism not only brings money to a region, it may also bring a strong visible lifestyle with them. The dress and address, food habits and merry making manners all bring some newness and uniqueness in the region of their travel. Their life styles sometimes give pleasure to the residents of the locality and tempt them to adopt the same life style. But sometimes it causes cultural shock which may prove an antithesis to the very spirit of tourism. Tourists visiting countries especially of backward economy leave behind them a life style and spending pattern which have many demonstrative effects. The residents of host countries are tempted to follow the same pattern without giving much thought to it. It normally yields negative results.

Modern tourism has brought number of positive cultural and social changes in the region. Cultural consciousness, cultural reawakening, cultural-social renovation and preservation are good symptoms of recent tourism. It has resulted in the restoration of architectural monuments, buildings and
preservation of important landscape. Without tourists, these may have been allowed to gradual decay. Tourism phenomenon in the study region is an excellent example of this cultural process. Here every pilgrimage centre, scenic spot, historical and religious-cultural centre are being remodelled and refashioned to give them a newer and fresher look, so that they may attract large number of tourists. The people of the region are fully conscious of their social and cultural uniqueness and they are preserving it to harvest money thereby pushing their economy far ahead.

The major chunk of tourism phenomena is practices in the form of pilgrimage tourism. This tourism has much to do with the socio-cultural development of the area. At the national level too, its apparent significance is accepted widely. In 2009, this alone provided jobs for about 21% people representing 8.9% of the total employment. This speaks the volume and potential of a small segment of tourism industry.

The sort of tourism available here that is religious, historical and cultural pushes the economy forward thereby elevating the standard of living of its people and bringing to their threshold modern means of living. All this causes social and cultural upliftment of the people.

When we talk of ‘Sangam’ which attracts millions of tourist every year wishing to have a holy dip and attain salvation, it facilitates great opportunities to the local people for cultural exchanges as well as social understandings. Millions of people belonging to India and foreign countries
that incorporate continued economic growth in a more equitable manner.

Tourism is reputed to be the world’s largest industry which employs more than one billion population. It is the industry that should be involved in sustainable development because it is a resource industry, one which is dependent on nature’s endowment and society’s heritage. Although tourism industry is regarded as being kinder to the environment in general than most other industries, is big size and wide spread presence has created negative environmental impacts, both of physical and social nature in certain location, that have led to demands for a more sustainable approach to tourism.

As the study region is frequently visited by the national and foreign tourists especially pilgrimage, there is least chance to damage the ecology of the area. The God fearing people do not create dirt and other nuisance to the
gather here to know the great culture of this pious land which is the representative culture of India itself.

Thus it is obvious that there is an every possibility to enhance social and cultural tradition of the region. Vast tourism prospect in the study region is provided through religious and rural tourism. The people have always been benefited in this respect by hosting visitors of various types.

TOURISM AND SUSTAINABLE DEVELOPMENT

The sustainable development concept is not new, but increasing pressures on the world’s finite resources and environmental capacity have led to a more deliberate restatement of the philosophy, along with evolving guidelines to put it into practice. ‘Our Common Future’ (WCED, 1987) described sustainable development as ‘development that meets the needs of the present without compromising the ability of future generations to meet their own needs’. As such sustainable development builds on the old principle of conservation and stewardship, it offers a more proactive stance
that incorporate continued economic growth in a more equitable manner.

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monuments, temples, archaeological structure and buildings of historical importance.
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2. Ibid. p.99.

