CHAPTER THREE

AIMS, OBJECTIVES, METHODOLOGY, INFORMATION AND DATA SOURCE
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**Aims and Objectives:**

For development of tourism basic objectives of this phenomenon and activity need be made out so as to work out a detailed investigation and examine aspects and prospects of tourism. It may be of considerable significance to divide aims and objectives in two sets each of which complements the other and inter-dependence of the two is more than intrigate. The association is by pronged and each of the component benefits from the other. In the wake of this the two factors forming basic fabric of tourism are tourism for the growth and development of tourist resort and accruing benefits for the tourists for personal, institutional, regional or national character. Thus, it may be emphasised that while tourists visit frequently tourist centres, it does benefit in multiple ways—the tourist place derives economic dividends and livelihood for its natives.

The tourism industry for its basic objectives ramify as synoptically given below.
Objectives of tourists

(i) Cultural and social exchange of knowledge
(ii) Attainment of historical knowledge
(iii) Political and diplomatic discussion and activities
(iv) Religious and ethnic purpose
(v) Studying markets, trade and industries
(vi) Development of industry and technological changes
(vii) Recreation, sports, pleasure and leisure motives
(viii) Tourism as hobby

Objectives for tourist resorts

(i) Development of tourist centres
(ii) Development of tourists resorts and its beautification and protection
(iii) Maintenance of cultural heritage
(iv) Maintenance and promotion of paintings, handicrafts, artistry and ritual music and folk dances
(v) Maintenance of historical monuments, bio-logical species and wild life
(vi) Maintenance and upgradation of environment
(vii) To Cater and exploit tourism for livelihood of local people by way of their involvement in service, trade, profession and other acts of interest which provide tourist attraction.

Methodology

This methodology of present investigation would involve:
Build a correlative concept of tourism in India with special reference to Uttar Pradesh and two tourist places selected for the purpose.

Information would be gathered from libraries, museums, civic institutions, departments of tourism, civil aviation of union and state governments and air and surface transportation.

Historical, archaeological information from national archives, ICSHR, Department & Ministry of Environment and human resource of central government.

Department of urban and rural development.

State handicrafts, trade and commerce.

Information from ministry of tourism.

Fiscal analysis and accounting of tourism will be made.

Ways and means for development of tourism will be devised.

Information through personal interviews with ministers, administrators, bureaucrats, common tourists and persons involved in tourism.

Questionnaires will be prepared and information collected through random surveys and sampling.

Statistical analysis of the data collected will be made to test the significance of the information collected and work out co-efficient of variation.
Selection of tourist resorts for study

For the sake of obtaining a detailed information and to resurrect conceptual synthesis of tourism with special reference to Uttar Pradesh, Agra and Lucknow are particularly chosen as test tourism centre because of:

(i) Significant glorious past
(ii) Cultural and religious significance, specialised trade, profession and artisary.
(iii) Significance of the place as the seat of political activity.
(iv) Environmental and scenic beauty
(v) Historical monuments, ethnic & religious importance.