Chapter - VI

WORKING ROLE OF TRAVEL AGENCY IN TOURISM MANAGEMENT OF U.P. TOURISM DEVELOPMENT CORPORATION
Transport is one of the basic components of tourism, the other two being Locale and Accommodation. A tourist, in order to get to his destination, has to travel and, therefore, some mode of transport is necessary to make possible this travel. In fact, transport is the necessary pre-condition of travel.

In the ancient times the mode of transport used by travellers was a horse, a horse carriage or a hand-driven carriage and a boat. This was followed by a ship. It was, however, in the nineteenth century that mechanised transport was invented beginning with the introduction of railways, motorcar and thereafter the aeroplane, which however, revolutionised transport all over the world. Developments of road transport in the post-World War I period and air transport in the post-World War II period were the major factors which were responsible and continue to be so for the great spurt in modern tourism.

For the greater part of contemporary tourism, transport means airlines and private cars. As a broad generalisation, it can be said that holiday makers travelling away from home to another country spend a major portion of their total holidays budget on transport. Transport costs as much as 30-40 per cent of the total long haul holiday expenditure. This
fact has been brought about by a number of studies undertaken by various organisations.

As stated above the wars had direct repercussions on motor and air transport systems. The war necessitated innovations in the field of motor and air transport for the purpose of initially using them for the war itself. Subsequently, however, after the war was over they were utilised as modes of transport for travel. Many roads and airports which were initially built for transporting men and material for use in the war were subsequently utilised for transporting passengers for the purpose of travel and tourism.

Together with the modes of transport, the transport systems were also developed. Transport systems which are being discussed here are the following:

(a) Road Transport
(b) Air Transport
(c) Rail Transport, and
(d) Ocean Transport

**Road Transport:** Upto the beginning of the twentieth century, tourists travelled almost exclusively by rail and steamship. The invention of the new transport medium, travel by a private car and coach received its first impetus in the ten years which preceded World War I. The entire shape of
tourist industry was therefore transformed by the invention of this new transport medium. The growth of the private car may be identified as a major cause of the decline of the railway. The motor car gradually came to be the alternative means of transport for both short and medium range journeys. Subsequently with the growth of a fine network of fast and super-fast national and international highway systems, long journeys were also performed by motor car and motor coach.

The motor car revolutionised the holiday habits. Although the first motor car had come into operation by the end of the 19th century, up to the time of the First World War their numbers jumped manifold. It became increasingly important in the pursuit of leisure and tourism. The actual number of holiday makers travelling by road increased tremendously as more and more people took holidays away from home. The provisions of the good motor roads and road services were important factors in the development of both domestic and international tourism.

Mobility can, perhaps, be considered as one of the major causes of the development of the motor transport. The motor car had provided the actual mobility so that people are no longer anchored to a particular holiday centre as they tended to be when they mostly travelled by train. Speed is yet another important factor which economises on time and, therefore, makes it possible for people with limited amount of time to travel to distant places. People with even one week of holiday considered
it sufficient to travel. The gradual spread of the network of roads opened up many new areas and made many places hitherto not very accessible easy to get to. The railways, on the other hand, tended rather to concentrate and restrict movement to particular channels.

Road transport made striking advances in the subsequent years. Soon after 1950, when the difficulties and restrictions of the immediate post-war years had begun to make themselves out, there were rapid developments in transport, whereas the car ownership multiplied, the motor coach appeared in increasing numbers and the coach tour became popular. Greater use of motor car and coach is being made at present for the purpose of tourism.

The construction of motorways in many countries has made speedy travel over long distances by car and the coach easy and have made many remote places more accessible. The development of motor-rail, the carrying of cars and coaches over extended distances by train is making it possible for holiday makers to use their motor cars in holiday areas.

Though economic conditions in the recent years as a result of increasing fuel costs and the energy crisis, have not favoured travel by private motor car, road transport remains the mode most used by international visitors. The world economic crisis which brought about cut backs in the use of transport facilities, did not, however, seriously impair the growth of road transport.
Accessibility of Road Transport under U.P. Tourism Development Corporation:

- Buses ply to all major cities from Agra. Some important road distances are: Mathura-56 km, Bharatpur 57 km, Gwalior 119 km, Delhi 204 km, Jaipur 232 km, Lucknow 369 km, Khajuraho 400 km and Varanasi 605 km.

- National Highways 2 and 27 connect Allahabad to all other parts of the country. Some important road distances are: Vindhyachal 93 km, Varanasi 125 km, Chunar 125 km, Sarnath 135 km, Chitrakoot 128 km, Ayodhya 167 km, Kanpur 193 km, Lucknow 204 km, Bithoor 215 km, Khajuraho 294 km, Naimisharanya 298 km, Patna 368 km, Jhansi 375 km, Agra 433 km Bhopal 680 km.

- Some of the major road distances from Ayodhya are Faizabad 7 km, Gonda 51 km, Sravasti 109 km, Lucknow 134 km, Allahabad 166 km, Varanasi 209 km.

- On Agra-Fatehabad-Bateshwar route, bus service is available from Agra. Some important road distances are Agra 70 km, Fatehpur Sikri 107 km, Fatehpur Sikri 107 km, Mathura 124 km.

- The nearest city Kanpur is connected by bus service to other parts of the state. Some major road distances are: Kanpur 22 km, Kannauj 103 km, Lucknow 109 km, Sankisa 166 km, Allahabad 224 km, Ayodhya 252 km, Agra 308 km, Delhi 430 km.
• Chitrakoot is well connected by road. Some important road distances are: Satna 75 km, Kalinjar 88 km, Allahabad 127 km, Mahoba 127 km, Jhansi 274 km, Lucknow 285 km.

• One can reach Chunar conveniently from Varanasi and Mirzapur which are well connected with prominent cities by bus service. Some important road distances are Varanasi 40 km, Mirzapur 40 km, Allahabad 130 km.

• Deogarh is connected by bus with all important centres in the region. Some of the major road distances are Lalitpur 23 km, Matatila Dam 93 km, Jhansi 123 km.

• Bus service for Dewa Sharif is available for all major cities of Uttar Pradesh from Barabanki. Some important road distances are Barabanki 13 km, Lucknow 25 km, Faizabad 113 km and Ayodhya 121 km.

• Fatehpur Sikri is connected to Agra and neighbouring towns by regular bus services of UPSRTC. Some of the major road distances are: Bharatpur 21 km, Agra 37 km, Mathura 60 km, Vrindavan 75 km, Gwalior 150 km, Delhi 210 km, Jaipur 225 km, Jhansi 259 km.

• Some important road distances from Garhmukteshwar are: Parikshitgarh 31 km, Bulandshahar 50 km, Meerut 52 km, Hastinapur 60 km, Ghaziabad 65 km, Delhi 85 km.
• Regular Bus services from Delhi, Meerut and other parts of Uttar Pradesh connect Hastinapur. Major road distances from Meerut Ghaziabad 47 km, Muzaffarnagar 58 km, Shuktal 60 km, Bulandshahar 70 km, Garhmukteshwar 82 km, Haridwar 141 km,

• Jaunpur is easily accessible by road. Some of the major road distances are: Varanasi 58 km, Allahabad 110 km, Gorakhpur 166 km, Lucknow 228 km.

• Jhansi, on National Highways 25 and 26, is linked by a good network of roads. Some major road distances are: Orchha 18 km, Datia 28 km, Lalitpur 93 km, Shivpuri 100 km, Kalpi 142 km, Khajuraho 176 km, Kanpur 220 km, Agra 221 km, Lucknow 297 km, Delhi 414 km, Gorakhpur 563 km.

• Kalinjar is linked by road to all important centres in the region with regular bus services. Some of the major road distances are Banda 57 km, Chitrakoot 78 km, Khajuraho 140 km, Allahabad 205 km.

• Kanpur is well connected with other important towns. It is situated on National Highway No.2 on the Delhi Agra Allahabad Kolkata route and on National Highway No.25 on the Lucknow Jhansi Shivpuri route. Some important road distances are: Lucknow 87 km, Allahabd 193 km, Jhansi 222 km, Agra 269 km, Varanasi 329 km and Khajuraho 398 km.

• UPSRTC bus service connects Kaushambi with neighbouring
towns. Some important road distances are: Allahabad 60 km, Fatehpur 75 km, Kanpur 150 km, Varanasi 185 km, Sarnath 190 km, Lucknow 260 km.

- Kushinagar situated on National Highway No.28, with frequent bus services. Kushinagar is well connected with other parts of the state. Some major road distances are: Gorakhpur 53 km, Kapilvastu 157 km, Lumbini (Nepal) 170 km, Sarnath 253 km, Sravasti 274 km.

- Lucknow is well connected by roads with all major cities of the country. Some of the major road distances are Kanpur 79 km, Ayodhya 135 km, Allahabad 210 km, Dudhwa National Park 238 km, Varanasi 305 km, Khajuraho 320 km, Agra 363 km, Delhi 497 km, Kolkata 985 km.

- Mahoba is connected by roads with all major cities State Highway No.44, passes through Mahoba. Some major road distances are Banda 52 km, Khajuraho 65 km Chitrakoot 125 km, Kalinjar 130 km, Kanpur 155 km, Jhansi 165 km, Lucknow 240 km and Allahabad 245 km.

- On National Highway No.2, Mathura is linked by road to Delhi and other major cities of Uttar Pradesh, Madhya Pradesh, Rajasthan and Haryana. Some of the major road distances are Gokul 10 km, Vrindavan 15 km, Mahavan 18 km, Baldeo 20 km, Govardhan 26 km, Bharatpur 39 km, Deeg 40 km, Barsana 47 km, Nandgaon 50
km., agra 56 km, Delhi 145 km.

- Bus services are available from Lucknow and Sitapur to Namisharanya. Some of the major road distances are Misrikh 10 km, Hardoi 34 km, Sitapur 40 km, Sidhauli 47 km, Lucknow 100 km, Golagokaran Nath 110 km.

- Bus service is available from Farrukhabad to Sankisa, which is connected with other major cities. Some of the major road distances are Mohammadabad 28 km, Fatehgarh 40 km, Farrukhabad 45 km, Kanpur 175 km, Agra 200 km.

- Varanasi on NH-2 from Kolkata to Delhi, NH 7 to Kanya Kumari and NH 29 to Gorakhpur is well connected with the rest of the country by good motorable roads. Some of the major road distances are: Sarnath 10 km, Chunar 35 km, Ayodhya 140 km, Bodhgaya 240 km, Patna 246 km, Lucknow 286 km, Khajuraho 405 km, Agra 565 km.

**Air Transport**

The role of the air transport in the development of international tourism is becoming increasingly important. Air transport has certainly been a key factor in the growth of international tourism, especially in respect of long distance and intercontinental travel. Although commercial air travel took place before the Second World War, air transport for the masses has essentially been a post-war phenomenon. The main period of
growth was during the 1960s when overseas holiday became a symptomatic benefit of a society experiencing rising living standards.

The most decisive development during this period was however, the development of the concept of inclusive tours in which travellers were carried on charter flights at rates substantially lower than those on normal scheduled services. Air transport can be considered to be responsible for the introduction of cheaper travel especially long distance, enabling a large majority of potential travellers to now think of visiting far-off countries for the purposes of holiday.

The air transport industry, in spite of ever-increasing fuel costs and inflation, is able to control successfully fare levels as a result of economies of scale provided by the big wide bodied aircrafts of modern times. The improved fuel efficiency of the later models of jet engines combined with ingenuity and marketing expertise of airlines, travel agencies and tour operators have made air travel accessible to an increasing number of people. This is also illustrated by the North Atlantic route the so-called golden route of traffic, which saw the successive introduction of excursion fares in 1948, coach fares in 1952, family fares in 1955, economy class fares in 1958, affinity group in 1963, group inclusive tour fares in 1967, youth fares in 1972 and apex fares in 1975. As a result of these innovations in air travel, fares per seat mile declined in real terms, between 1962 and 1975.
Great advances have been made in air travel in the recent years, more particularly for overseas holiday making. Tourism in turn has had a significant impact on the aircraft industry and on the carriers.

The industry has a bright future in spite of the rising fuel costs and inflation engulfing the entire world. As far as the long range international travel in the nineties is concerned, the large majority of the aircraft used will continue to be of the current wide bodied generation. In order to achieve further economy in running the aircraft to offset the increase in aviation fuel costs, the subsequent decade of the nineties may make substantial further advance in the form of still larger aircraft. Air transport, thus is a single key factor which has largely been responsible for the spurt in tourism, especially modern tourism. The future of air transport is bright and the airlines will continue to play a vital role in the growth of national tourism for a long time to come.

Some of the main airport facilities are available in the cities of Uttar Pradesh State Tourism Development Corporation:

- Kheria airport is 6 km from the city centre of Agra while international Airport, Delhi is 220 km, Indian Airlines has direct flights daily to Delhi, Khajuraho and Varanasi.

- Nearest airports of Allahabad are Bamrauli 15 km, Varanasi 147 km and Lucknow 210 km.
- Nearest airports are Amausi, Lucknow 134 km and Babatpur, Varanas 290 km from Ayodhya.
- Nearest airport of Bithoor is Amausi, Lucknow 100 km.
- Nearest airport is Palam, New Delhi 110 km. from Garhmukteshwar.
- Nearest airport Gwalior 98 km. from Jhansi.
- Chakeri Airport, Kanpur and Amausi airport Lucknow 80 km.
- Gorakhpur Airport 109 km from Kapilvastu, Sravasti airstrip 146 km, Kasia airstrip 160 km, Amausi Airport Lucknow 310 km and Babatpur Airport Varanasi 330 km.
- Nearest airport from Kaushambi is Bamrauli, Allahabad 40 km, Babatpur, Varanasi 200 km, Amausi, Lucknow 250 km.
- Amausi airport Lcknow is directly connected with Delhi, Patna, Kolkata, Mumbai and Varanasi with regular flights.
- Nearest airport from Vrindavan is Kheria, Agra 62 km.
- The nearest airport is Babatpur 22 km from Varanasi and 30 km from Sarnath. Varanasi is connected with Delhi, Agra, Khajuraho, Kolkata, Mumbai, Lucknow, Bhuvaneshwar, Kathmandu.
Rail Transport

Although the first regular steam engine passenger run was inaugurated over a one mile section on the 6.5 mile track from Canterbury to Whitstable, Kent, England, on May 3, 1830, led by the engine Invicta, railed tracks were used for mining purposes as early as 1550. These tracks were used at Leberthal, Alsace near the French-German border and at the Brosseley Colliery, Salop, England in 1605. The first self propelled locomotive ever to run on rails was built by Richard Trevithic (1771-1883) at Salop in England.

The first electric railway was Werner Von Siemen's 600-yard-long Berlin electric track opened for the Berlin Traders Exhibition on May 31, 1879. The oldest underground subway railway system in the world is the London Transport subway system whose first section was opened on January 10, 1863.

The birth of the organised rail transport, however, came in the year 1841. A Baptist preacher of Derbyshire on his way to a temperance society meeting in Leicester was inspired with the idea of engaging a special train to carry the friends of temperance society from Leicester to Loughborough and back to attend a quarterly delegate meeting. The man behind this idea was one Thomas Cook. He sold his idea to his friends. A few weeks 570 passengers made the journey by the Midland Countries Railway at a specially reduced fare. And thus began a new era in rail passenger transport.
Many other countries in Europe built and opened railway lines as a result of the success of railways in England. Railways tracks were laid in France, Austria and Switzerland. Across the Atlantic the tracks were laid in America. This revolution in rail transport technology produced an immediate expansion in the European travel scene. The mobility provided by railroads encouraged a large number of people to move from the place of residence to elsewhere for shorter periods for the purposes of travel.

In the year 1881, the railways carried over 600 million passengers over lines operated by one hundred odd companies. The railways were now keen to stimulate travel and to improve the system. There was also an element of competition now and various railway companies tried to make travel as comfortable as possible for the travellers by way of introducing more and more amenities and facilities.

In the early 1870s first class railway travel was introduced by an American, G.M. Pullman, who developed the pullman coaches with their luxury furnishing and dining facilities. Long distance travel could now be undertaken in comfort and with pleasure. The longer distances in America necessitated the ensuring of greater comfort for passengers. The pullman coaches manufactured in America were imported by some railway companies in England and by other European countries. By the year 1872, the Pullman company had 700 cars working over 30,000 miles of railway under contract with over 150 different companies. The
introduction of rail transport thus vastly increased the opportunities for escape from the rigorous of city life. The railways can be considered as one of the most powerful motives for mass travel in the nineteenth as well as the twentieth centuries. Millions of passengers are carried all over the world by railways, majority of which are from large urban centres.

In India railways have made great strides in technology resulting in increased speed, comfort and carrying capacity. Efforts were initiated as early as the year 1964 to increase the speed of some trains to 120 kilometres per hour. The tests enabled the railway authorities to introduce the first high speed train, Rajdhani Express between New Delhi and Calcutta. It was originally meant to run at a cruising speed of 120 kilometres per hour to cover a distance of 1441 kilometres in 17 hours and 30 minutes. A fully air conditioned comfortable train now runs at 130 kilometres per hour reducing the running time to 16 hours and 20 minutes. The special coaches for the train have been manufactured in India. In the year 1972, another such train was introduced between New Delhi and Bombay at a speed of 120 kilometres per hour to cover a distance of 1384 kilometres in 15 hours and 50 minutes. Trials have already been successfully conducted over small sections on both these routes to run the trains at 160 kilometres per hour.

Rail transport has played a vital role all along in the area of travel and tourism, both domestic as well as international as also. inter regional.
From a small beginning in the year 1841, the rail transport has assumed a place of its own in the travel scene.

The new rail services are even giving airlines and the private car their greatest competition since 1960 in Europe and elsewhere. The upgradation of tracks and advances in maximum speeds in railway systems in Europe have made possible for people to reach various city centres in almost the same time as air travel time. Many business travellers are being lured away from air travel.

Rail connections to important cities of U.P. are available in many cities, which are given below:

- Convenient rail connections to important cities are available from Agra Cantt., Agra Fort, Raja ki Mandi, and Tundla Stations.
- Allahabad is well connected by trains with all major cities of India.
- Ayodhya is situated on the broad gauge Northern Railway line on Mughal Sarai Lucknow main routs and is connected with all major cities.
- Kalyanpur is the nearest station service only by passenger trains to Bithoor. Kanpur junction is the most convenient station for visiting Bithoor as it is connected with all other major cities of India.
- Dewa Sharif: Nearest rail head is Barabanki 13 km. Convenient rail connections are available from Lucknow station 30 km.
- Jaunpur: Located on the Lucknow Varanasi Mughal Sarai section of Northern Railway, Jaunpur is connected with all major cities.

- Jhansi is well connected by an excellent railway network with all major cities.

- Kanpur is well connected to all the major cities of the country by express/superfast trains.

- Lucknow is major railway junction. Lucknow is conveniently linked with prominent cities.

- Mathura is on the Delhi Mumbai main line of Central Railway. It is well connected by rail service with all major cities.

- Varanasi Cantt and Mughal Sarai (16 km one of the main railway stations of Varanasi) are the important rail junctions that link Varanasi with all major cities of India.

- Vindhyachal itself is a local station, but mail and express trains stop at Mirzapur which is well connected with all major cities of India.