Introduction

Do they not look at the earth how many noble things of all kinds we have produced therein?

26 (Shu'araa) : 7
Al-Quran

Travel through the earth and see how God did originate creation.

29 (Ankabut) : 20
Al-Quran

Tourism, as we understand it today, is essentially a twentieth century phenomenon, particularly after World War-II. In India too it emerged coincidentally with Independence (1947) as the country of the land of Gandhi and Nehru and of the Taj Mahal at Agra, which is one of the seven 'Wonders of the World'. To the foreigner India was curiously different but a fascinating part of the globe. Its people, its leaders, its natural gifts, its ancient heritage aroused the interest of the foreigners. Even the 'natives of India' took to tourism in its modern version perhaps as the result of Nehru's "Discovery of India'. Soon thereafter tourism became a 'vital' sector of the economy as it turned out to be a major source
of foreign exchange earnings. Not merely that, it also provided new avenues of financial investment to the venturesome private business entrepreneur and lucrative returns to his investment and business classes in general. Further, it provided new opportunities of employment to the literate sections and the illiterate labour force.

The scenario of tourism in India was initially hazy, fragmentary, and even confusing. The dominance of religion in India was the distinguishing characteristic of the country and the institution of 'pilgrimage' an intimate and inalienable feature. The issue that emerges to the surface is whether 'pilgrimage' comes under the purview of tourism as we understand it to-day. Pilgrimage has been in vogue on a mass scale in India since of old. Pilgrimage is essentially a religious act. But to-day the distinction is tending to get somewhat blurred. The educated Indian is progressively taking to tourism in its modern conceptualization. But it is no surprise that this class often includes visits to places of religious importance too in its tourism programme. Nevertheless, mass scale pilgrimage on special holy days could not be strictly reckoned as tourism in the modern conceptualization. However, we cannot make a fetish of the distinction because it is tending to break down at
least in the case of the literate section who tend to include religious location in their tour itinerary. It may not be irrelevant to draw attention to the institution of pilgrimage (Haj) in the case of Indian Muslims. It is a well known feature that they besides performing Haj also do much 'shopping' on the side. This is particularly so when performing Umra, the 'lesser' Haj at any time other than the time of the main Haj to Mecca. Umra is in general combined with business and/or visits to relatives and friends in the neighbourhood like Pakistan. The sharp distinction between Haj, a religious act, and tourism in the conventional sense can not therefore be strictly made, specially in the case of Umra.

Coming back to India, whether in one manner or the other pilgrimage should receive the same concern as modern tourism? Because of its scale it cannot be ignored and calls for amelioration of the conditions that normally prevail in the case of mass pilgrimage. Adequate attention must be given to the welfare of the pilgrims - accommodation, sanitary conditions and movements from place to place, even if we do not reckon them as tourists in the modern sense. But if we give importance to the all round welfare of the foreign and Indian tourists, why not give serious attention to the welfare of the class of
conventional pilgrims? I, for one, feel this to be equally pertinent. It is, however, conceded that the facilities required by the modern tourists and the conventional pilgrims are markedly different. It is heartening to note that Uttar Pradesh has officially accepted this approach. Also, the Government of India has been providing air flights at subsidized rates to Indian Muslims intending to participate in the Annual Haj at Mecca.

It may be added that often foreign tourists include religious centres in their tourist programme possibly during special festival occasions.

This said and done, the question arises as to why the present thesis is apparently confined to Uttar Pradesh as betrayed by the title of this thesis. Frankly there is no particular reason why Uttar Pradesh was selected though Uttar Pradesh is of outstanding importance from the tourism point of view. In the present thesis attention has been given to Uttar Pradesh in the background of global and Indian tourist industry.

The present thesis gives prior attention to the emergence of global tourism followed by the Indian tourism scenario. Tourism in Uttar Pradesh is given detailed treatment, ending with a critical evaluation of the performance of the tourist industry in that state.
It needs to be emphasized that Uttar Pradesh tourism is an integral part of a global phenomena and its evaluation must be made in the light of the global movement and the range and achievements in India as a whole. It has therefore been necessary to present the global picture and Indian scenario at some length as a backdrop to the evaluation of the Uttar Pradesh tourism programme, achievements, limitations and shortcomings.

**Review of Literature**

The hill districts of Uttar Pradesh have been governed by the British rulers and Maharajas of different States. Certain centres were spotted by different persons such as Mussoorie by Captain Young (1827), Almora by Bishon Chand (Ruler of Chand dynasty- 1560), and Nainital by East India Government officials (1841).

For the first time in 1907, F. M. Sandwith in his book 'Hill Stations and Health Resorts in British Tropics' explained the potentiality of hill stations of British tropics and its salient features. After a big gap, Mary shaw's (1944) article 'Some South Indian Hill Stations' was published in the form of pioneer work on hill stations. In 19th Century, Atkinson's 'The Himalayan Districts of North-Western Provinces of India' (1882-84) provided a scientific knowledge of various aspects of Himalaya viz., geology, geography, historical background, socio-cultural aspects etc. Important information about 'Coastal Recreation and Holidays' was also published in 1969 by
countryside Commission, H.M.S.O. Just in the same year, M. Peters (1969) published an important book 'International Tourism' to provide a new approach for the study of tourism and hill resorts. A book entitled 'Geography of Tourism' was written by Robinson (1976) which provides a scientific study on geography of tourism and its evolution in different landscapes.

these are the some of the main sources for the study of geographical analysis of tourism in the Kumaon region.

In this field, T.V. Singh has attempted lucidly to analyse the relationship of geography and Tourism in his book 'Tourism and Tourist Industry in U.P'. (1975-originally entitled the Geographical Basis of Tourist Industry in U.P.) He has also done a lot of pioneer research work to provide a new approaches for the specific study of tourism. Some of them are 'U.P. Tourism: Retrospects and Prospects, 'Prospects of Tourism Promotion in U.P. Himalaya (1977), 'Tourism in Himalaya: Some Experiences in Tourism Ecology' (1980) and 'Opening Garhwal for Tourism : Towards Research Based Planned Development' which provides a clear concept of tourism and pilgrimage in U.P. Himalaya. His article 'Corbett National Park : Study Impact of Tourism and Development Activities' (1980), and a book Studies in Tourism, wildlife Parks and Conservation’ (1981) provides a lot of material on tourism developments. Simultaneously, some periodicals on Travel and Tourism are also available. Singh’s journal ‘Tourism Recreation Research’ has become a boon for the further scientific study of tourism and recreational geography. At the same time, Arora (1971) has also tried to consider the role of tourist industry in Kumaon region through his Ph.D. work.
Recently, Nutan Tyagi (1982) has also attempted the 'Geographical Study of Hill Resorts of U.P. Himalaya' in her research work. Chakraborty, B. K. (A Technical Guide to Hotel Operation 1981) conducted the study on management in hotels, sanitation, safety and security in hotels. His study summed up as under:

Hotel-keeping is an international industry. In India, we have been operating the hotel business more or less in the Western style particularly in the American style in the recent time. Inspite of rapid growth in the hotel business in India only about 36,000 hotels, rooms of approved quality are now available and by 1990 our need will be around 60,000 rooms for an estimated 25 million tourists from abroad. Thus, in addition to hotels, yatrikas and yatrinivas will also be opened to the tourists in next few years. Indeed, 3/4\textsuperscript{th} of hotels all over the country have less than 25 rooms and are in the hands of smaller operators which means that hotel keeping still has a strongly individualistic style.

Koul, R.N. (Dynamics of Tourism, A trilogy. Vol. I. The phenomenon, 1985) analyzed the role of state in tourism its objectives and policies, the functions of national tourism organisations and development of relevant international tourism
organisations. Koul, R.N. (Dynamic of Tourism, A Trilogy. Vol. 2. The accommodation, 1985) evaluated the role of accommodation in inducing and expanding tourism from historical perspective. It is observed that in ancient time, Indian Villages had clubrooms and halls which served as rest houses for travellers and as centres of social life. Later the place of these halls was taken by the village temples. Koul, R.N. (Dynamic of Tourism, A Trilogy. Vol. 3. Transportation, 1985) also conducted the study on role of transportation and marketing in tourism discussing the basic principle of travel management.

Jayal, N. D. and Motwani, Mohan (Conservation, Tourism and mountaineering in the Himalayas, 1986) in their study observed: Himalayan tourism means tourism traffic both domestic as well as international, to the Himalayas. The new traveller in Himalayas is often a seasoned traveller who has visited many countries and knows how to get about comfortably in Asia. Leh, Srinagar, Manali, Darjeeling, Kathmandu, Pokharo Namchebazar, Lhasa, Gilgit and Skardu are no longer unpronounceable names on an unobtainable map, but they are on the list of must see, places in the World Atlas of adventure.
It was seen that for reasons of security, foreign tourism are not permitted to visit the remote mountain areas.

Negi, Jagmohan (Tourism Development and Resource Conservation, 1987) conducted the study of financial and cost control techniques in hotel and catering industry. The main issues discussed are as follow: determination of room rates and price structure of various products may be considered in two different settings: existing hotel and hotel yet to be opened. There is no relationship between the price level of a hotel room or food and beverage operation and its volume of sales. Although the volume of sale will, in the majority of cases, fluctuate from one day to another and often shows a seasonal trend, the volume of sale in respect to longer period will generally be higher when the price level of establishment is lower and vice-versa.

Determination of room rates depends upon different factors like: location of the hotel, location of room within the hotel, various amenities provided in the hotel the average occupancy of the hotel, type of patronage, capital investment cost, availability of non-revenue services and seasonality of business competition on elasticity of demand.
Gupta, V. K. (Tourism in India, 1987) has conducted an in-depth study on tourism potential in Northern, Western, Central, Southern and Eastern India as well as Islands. It is pointed out that the tourism in India has been developed rapidly in a well-planned manner since independence. Old monuments are being maintained nicely and properly. They have been located and have been illuminated in colourful given their original shape. Many picnic spots have been manner so as to attract tourists and give them amusement in proper way. The tourism departments of the states have also spent a large amount on the places of interest to give more comfort to the tourists. With modern amenities and comfort for their stay, apart from hotel, tourist cottage, bungalow, huts and rest houses have been built. Transport facilities have also been extended. Now there is no difficulty in reaching from one place to other. Air, Railway and road service are easily available in the important cities of the India.

In a study on socio-economic and eco-environmental impact of tourism in the developing countries by Negi, Jagmohan (Tourism and Travel Concepts and Principle, 1990) it is highlighted that tourism is an economic and industrial activity in which many individual, firms, corporations,
organizations and associations are engaged and is direct concern to many others. It is economically important as it provides a source of income, it provides employment, it bring in infrastructural improvement and it may help in regional development. In India, tourism has emerged as the single largest net earner of foreign exchange. It is a high employment sector.

Chopra, Suhita (Tourism and Development in India, 1991) conducted the study on potential of tourism in Khajuraho a remote tourist resort in Madhya Pradesh. She has emphasised economic, social, physical and cultural impact on tourism in Khajuraho, Main ideas of her study are as under: The finding on economic impact show that tourism has opened new employment opportunities in Khajuraho. Labour intensive the distributive effects of tourism have been selectively in favour of rich in comparison of some of the lower castes.

There are ostensible signs, in Khajuraho, of a tourism dominated economy. Seasonality of tourist trade, competition among entrepreneurs and inflation. The most visible signs of a dependent economy is transfer of labour force from the agriculture sector to tourism oriented occupations.
The findings on physical impact show both beneficial and discouraging aspects of tourism development in Khajuraho. In Khajuraho, the residents have not been segregated from basic facilities because of their lifestyle, and hence, demand on the kind of resources is different from that of the tourists. But it needs to be borne in mind that modernization of Khajuraho has been by the provision of urban infrastructural facilities.

The cultural impact of tourists on the position of value changes in Khajuraho shows that the effect of tourist-host interaction has been maximal on certain section of the society—namely, young men and children. They interact more frequently with low budget foreign tourists who have a longer duration of stay and are interested in the authentic. These tourists act as models of emulation. Here non-material culture has persisted in the fact of modernising forces. Limited impact on non-material culture is partly attributable to the fact that although Khajuraho is known for cultural tourism, its major attraction is material culture.

Mishra, R.P. Sharma, S. S. and Acharya, Ram (World Tourism, 1981) have evaluated the role and impact of tourism vis-a-vis development in India with reference to 42 other countries having various types of economies. They are of the
considered view that tourism is an important activity in India and the growing importance assigned to tourism depicts the country's earnestness to attract more and more tourists from every part of the world. India's tourism infrastructure is modern and several agencies are engaged in setting up a sound base for the development of tourism in the country. India's enormous tourism potential is destined to attract an increasing number of tourists every year, they predict. However the only snag in attracting a large number of tourist generating countries of Europe and America, which can be overcome through the emergence of modern aircraft and improved airline services, travel to distant place in lesser time.

Sharma, K. K. (Tourism in India: Centre- State Administration, 1991) conducted an empirical and analytic study regarding tourism development in Rajasthan while exploring tourism potential and role of various agencies in promoting tourism. The issues highlighted are summed up as under:

The domestic tourists were critical of changes of room, meals soft and hard drinks, was wished by them to be more subsidized or economical, whereas, the foreign tourists were satisfied with the rates. This difference in judgement was
attributed to the fact that the domestic tourists compare the rates with the domestic expenditure they incur daily on these items, while foreign tourists finding the rates satisfactory because they had compared them with the prevailing international rates. In regards to the service provided like room services, bar services, transport services the reaction of both the categories of tourists was a mixed one. Thus, it was suggested to recognise the need to improve the different types of services to the national and international levels. Some major constraints identified, responsible for the low quality of these services in Rajasthan are lack of finance, low standard of education, absence of training institutes lending to shortage of trained manpower, shortage and the lack of other infrastructural facilities, lack of transport services, poor maintenance of room, buses and buildings etc.

Maneet, Kumar (Tourism Today : An Indian Perspective, 1992) discusses various aspects related with tourism development. He is of the view that economic activity as a means to earn foreign exchange, while undoubtedly it is but also is medium of social and cultural development, generator of employment and also as promoter of goodwill and friendship among the nations. Indian tourism is only opening up to its
potential with increasing priority being given by the Government of India and series of incentives on the anvil, private sector investment into hotels and related services, amendment in the Motor Vehicles Act and self-driven tourist taxis, encouragement to non-resident Indians to invest into hotels, tax exemption, festivals, local crafts and folks and consumer advertising through electronic media supported by product advertising in the print media followed by marketing through tour operators and travel agents, tourism is now making inroads in the field of international tourism and holds good future.

The review of literature suggests certain trends:

(i) Tourism has been variedly viewed by the sociologists, economists and others as a cause of development-both material and non-material;

(ii) Tourism has been considered as an independent variable, being facilitative to development in different sectors including industries, service and transportation etc., and

(iii) Tourism is being considered as an agent of social change bridging gaps among nations, regions and
people and helping them to open for wide consideration of investment throughout the world.

In the light of these conclusions derived from review of literature, it may be said that tourism can be seen as a promoter of development both at macro and micro level.

**Need and Importance of the Study**

Uttar Pradesh is one of the largest states of the country with wide geographical variations within its topography with regard to natural resources and touristic attractions. Uttar Pradesh has great tourism potential having tourist resorts of different cultural background in all of its districts.

The traditional dance of these areas, the life style of people and economic activities themselves provide a beautiful attraction for the tourists to visit the state. On the other hand, the industrial development in the state has not been quite fast though the population growth is quite high, and better improvement in literacy rate and per capita income of the state agricultural production has not been improving, therefore, leaving little scope for generation of more employment opportunities.
Hence, better management of tourism while treating tourism as ‘industry’ along with agricultural and industrial development needs attention of not only policy makers but also of the researchers and economists to find out ways and means to improve the tourist inflow in the state. With increased tourist facilities in terms of different socio-economic and marketing indicators, tourism can reach the vast majority of the population and available to the promotion and marketing and creating favourable environment for tourism so that tourism development can play a major role in the economic development of the state. Hence, the present study is undertaken to analyze performance of tourism industry of Uttar Pradesh, particularly in last decade, and to suggest measures based on the findings for the optimum exploitation of the tourism potential of the state of Uttar Pradesh. Tourism provides bread and butter to a large section of population of the state. With the development of tourism not only the incomes and standard of living of the state subject will rise, but it would positively contribute to the economic development of the state as a whole.
Purpose of the Study

- To give suggestions for the development of tourism in the state.
- To examine the role of tourist organization in the promotion of tourism in the state.

Research Methodology

To achieve the above noted objectives of the study a thorough study of all possible academic and non-academic work in the field of tourism has been done, which can be classified under the following headings: (a) Doctoral Thesis, (b) Text and Reference Books, (c) Dissertations and Reports; (d) Articles appearing in the Academic Journals and (e) Articles appearing in the Newspapers.

In search of Doctoral Thesis submitted on the subject the publications of Association of Indian Universities (AIU) were checked in the library of Indian Council for Social Science Research (ICSSR) which publishes the details of doctoral thesis submitted at various universities. For the purpose of text books and reference books the catalogues of various libraries in Delhi and at Aligarh were seen and a list of books considered to be
useful for the research was given at the end in the bibliography. For the consultation of dissertations, Indian Dissertation Abstracts were scanned. For studying the articles, published in academic and non-academic journals, IIFT, New Delhi was visited and reference were noted. Documentation centre of various libraries such as Mulana Azad Library, AMU, Aligarh and Library of Food Craft Institute at the Aligarh Muslim University, Aligarh, were consulted.