

TOURISM IN INDIA'S UTTAR PRADESH: POTENTIALS, CHALLENGES AND OPPORTUNITIES

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ABSTRACT

The place of impic cable charm with matchless heritage sites and enriched culture or the land of historic importance, which is also known for divinity and devotion, called popularly as "heaven of earth" is India and in no way nose-dive to amaze any of the visitors in any part of it. The Uttar Pradesh in the heart soul of India is an Interior state surrounded by other states, with its high diversity comprising multi faiths, culture and traditions and attractive distinct destinations. A large number of the visitors visit this sole part of the country not only from abroad but also from within the country from north to south or east to west. The presence of one of the Seven Wonders of the World, the grand, gracious and wandering monument – The Taj Mahal, fascinate every generation hence it becomes the heartland of India with top heritage sites. Tourists from across the world arrive Uttar Pradesh not only for its magnanimous monuments but also for its mythological significance for example Ayodhya and Mathura, the birth place of Lord Rama and Lord Krishna respectively. In continuity the state has an advent of rich culture embedded with mythological recognition including the major rivers of the Indian sub-continent and their point of connotation called as Sangam in Allahabad. In the exploration of these diverse and distinct paradigms, the complications or problems that creates some opportunity and agony both, the undertaken work aims to study the prevailing prospects and problems of tourism industry in Uttar Pradesh. The paper focuses both distinctiveness which attract the travellers to the state and the potential problems that they encounter during their visit. Beside the paper also pin points some prospective aspects to promote and strengthen the tourism in the state.

Keywords: *Tourism, Opportunities, Distinctiveness, Heritage, Problems, Prospects.*

Introduction

Activities of individual, group or community related to travelling and temporary staying on the different places other than their actual residence or its surroundings for their entertainment, promises, obligations, business, profession or moderation are generally named as tourism. Tourism can be either for the holiday relaxation or for other useful reasons like professional purposes or entertainment. In present time of sophisticated technology and market driven leisure and luxury tourism has become a most popular mode of respite and relaxation globally. Therefore, Now-a-days tourism has been developed into a full-fledged industry with multiple products and services that can be traded within the country as well as outside the country in the form of import and export. As an industry its growth is further boosted by international and intra national exchange of ideas, values, culture and various other items of human utilities. Such a commercial boost help in greater contribution to GDPs of the countries and provide an alternate way to add value to currencies and products.

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Tourism Industry

Tourism industry is multi-product and service sector ranging from entertainment, Transportation, catering, communication and leisure and allied activities. For many countries or their specific regions these sectors are highly revenue generating state managed programs on which they rely for the balance of economic activities. The concept of the tourism product as a merged form of several sub products signifies the efficacy of the connected and mutually dependent all allied sectors. Sub-standard performance of any one of them may affect adversely the performance of total product or overall tourist experience and so the satisfaction with product at all. Different features of the tourism products focus the complex and diverse tendencies of tourism industry which entirely depends on the mutual relationship of all the sectors. Hence, the interrelated coordination to ensure an integrated tourism product is the key to accomplish a major goal of tourist satisfaction.(Mir, L. A., 2014).

Beside the above mentioned products of tourism, the industry provides a range of services in the area that may be crucial for any geographical region from the perspective of economic activities. The sector has huge scope for the revenue generation through medical manufacturing insurance retailing construction cleaning and finance in the areas significant for the tour destination(Diana, A. 2013).

Tourism Industry: Major Source of Foreign Reserve

There is a famous phrase about this sector that there is something for everyone. Indian tourism is known for its attraction and infrastructure which is considered at par with UK, USA and Europe. Tourism of the country is playing crucial role in overall economic development. The data indicates that per person earning or wage income of this sector is higher than the other sectors of the economy and so it has been attracting and providing employment to a large section of the labour force. If talk about comparison particularly Industry, Medical tourism and domestic tourism have acted as big respite or safeguard from many shocks like the global economic slump. Further, the passage of time there is only little variation in the domestic tourism and its growth is increasing constantly without any interruption.(Dasgupta, D., 2011). In modern time several countries depend upon income from the tourism industry to balance their budget and as a full fledge industry tourism has immense importance and potential to earn foreign currency for a country. Further it has become the primary contributor of their foreign exchange earnings as well as employment generation. In India tourism has emerged as potential source of income and employment creation, poverty eradication along-with the sustainable human development. As per estimation around tourism of the country employ more than 20 million people. Government of India has taken many steps for steady tourism promotion in order to increase income from tourism activities. Consequently the sector has emerged a potential structure to revenues in the form of foreign exchange income. (Mir, L. A., 2014). India is a country of diverse culture, language, religion and climate. It is known for its diversity all over the world. The below table has presented an account of India's foreign exchange income for two decades. As numbers depicts in the forex earning fluctuations can be seen and it also shows a surge in current forex earning of the country in most recent years.

Table 1: Foreign Exchange earnings from Tourism in India (2001-2018)

| Year | Foreign Exchange Earnings from Tourism in India (in US \$ Million) | Percentage Change over the previous year |
|------|--|--|
| 2001 | 3198 | -7.6 |
| 2002 | 3103 | -3.0 |
| 2003 | 4463 | 43.8 |
| 2004 | 6170 | 38.2 |
| 2005 | 7493 | 21.4 |
| 2006 | 8634 | 15.2 |
| 2007 | 10729 | 24.3 |
| 2008 | 11832 | 10.3 |
| 2009 | 11136 | -5.9 |
| 2010 | 14490 | 30.1 |
| 2011 | 17707 | 22.2 |
| 2012 | 17971 | 1.5 |
| 2013 | 18397 | 2.4 |
| 2014 | 19700 | 7.1 |
| 2015 | 21013 | 6.7 |
| 2016 | 22923 | 9.1 |
| 2018 | 28585 | 4.7 |

Source: Ministry of tourism Government of India

Tourism of Uttar Pradesh: A Dimensional Analysis

India's most populated state Uttar Pradesh with an estimated area around 2.4 lakhs km² and a population of over 200 million people, stood not just the a leading state but fourth favourite tourist destination in the country. Among the topmost tourist arriving places this central province remains one the most favourite site for the tourist influx within domestic region as well as from worldwide. Hence, the state is remarkably ranked as 2nd in terms of tourist place for domestic dwellers whereas 3rd for the tourists from across the world.(Arunmozhi, T., & Panneerselvam, A., 2013).

The Heritage and Cultural Arc

The immensely ritualistically blissed and bloomed state is blessed with a wide range for tourism potentials which includes explicit holy and cultural heritage sites such as Goverdhan, Vrindavan, Mathura – the site of Lord Krishna janambhumi, the huge Vindyanchal range – the land blessed and graced by Vindyasani Devi, Ayodhya – the birth place of Lord Rama (Ram lallaJanambhumi), Varanasi – the land of charismatic Baba Vishwanath. Beside the state also hold the possession of some paramount point of mortal remains i.e. the cryptograms & memorials of the Lord Buddha – Kushinagar, Sankisa, Kapilavastu, Kaushambi, Shravasti and Sarnath. (Kumar, S., & Singh, R. P., 2015).

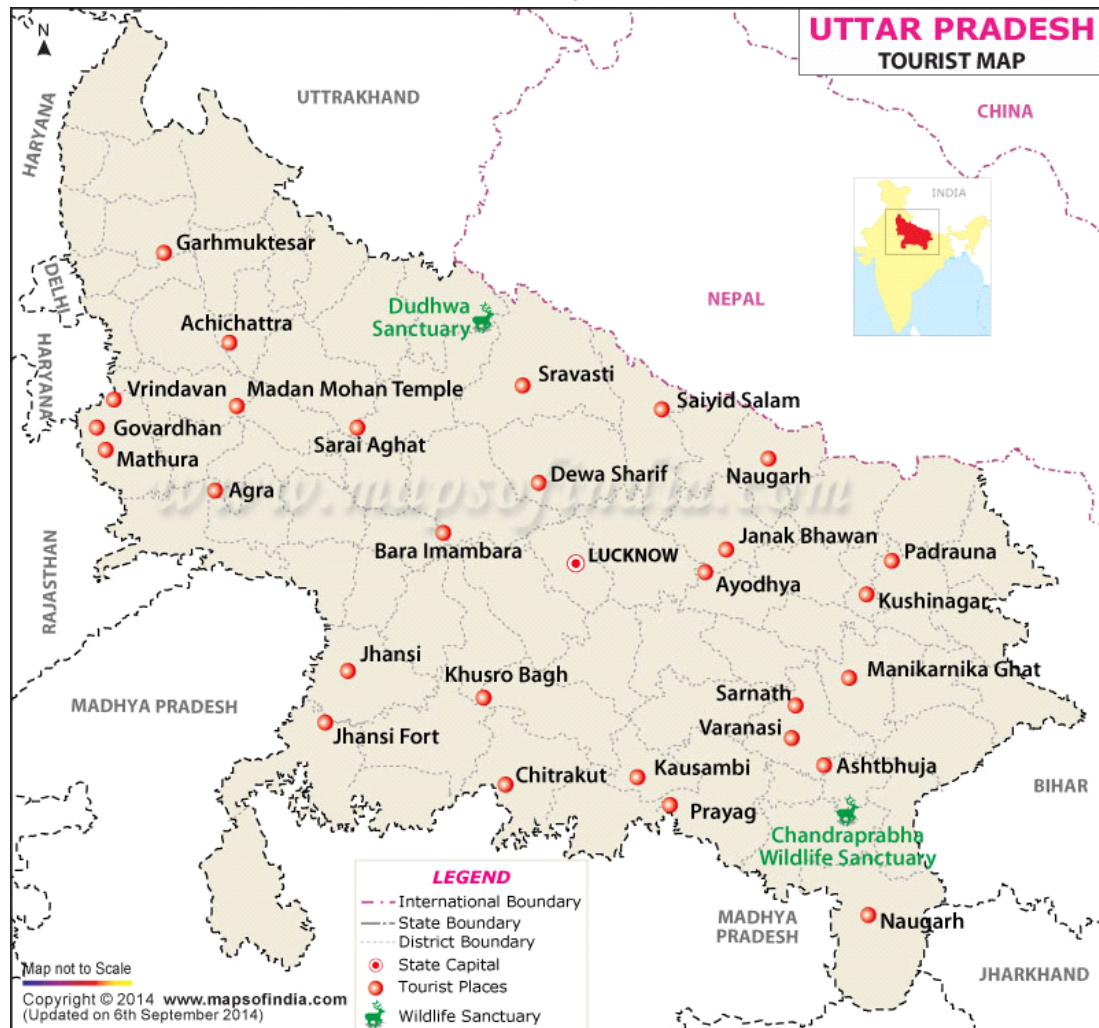


Figure 1

Source: <https://www.mapsofindia.com/maps/uttarpradesh/uttarpradesh-travel-map.htm>

The Uttar Pradesh tourism department is actively promoting Heritage Arc that run across Agra, Lucknow and Varanasi. It effectively attempts to showcase different culture, art, culture and a vast variety of cuisine. This arc has been properly connected with all modern modes of transportation. Apart from these holy places, above all the state also has one of the Seven Wonders of the World 'the wanderer' namely "The Taj Mahal" a top world heritage site listed by UNESCO.



File pic: Tajmahal

Source: https://www.google.com/search?q=taj+mahal&sxsrf=ALeKk0_FgqKxQrXv0VpHjifmp9xZyKG4Q

In addition the state also has huge natural habitation and exclusive biodiversity enriched with fauna and flora with incredible environment of Dudhwa National Park in the Terai region of the state. Having been gifted with rare and rhombus animals like tiger and single horn rhinoceros that add to the inimitability of Dudhwa national park, the only park other than which is the Kaziranga National Park of Assam. The Dudhwa National Park has uniqueness to its credit of being the only park to have– the Swamp deer, Hog deer, Barking deer, Sambhar deer and spotted deer – the 5 different species of the deer. (Sharma, K. K., Jaiswal, A. K., & Kumar, K. K., 2006).

The art & culture of Uttar Pradesh Arc is also winning admiration all over the country and beyond which came to scene as an association of tourism and constituted prominent centres of tourism viz. Varanasi, Agra and Lucknow. With a whole range of heritage tourism assets, religious and cultural

arc, it is imperative that the tourism will further increase as it epitomises the true soul of the state as reflected in habitat multiplicity, memorials and monuments. The way the state has a widely diversified geography, so does it has the cuisine of the state, which is of course being one of the peculiarity of the state. The state is also known for its special and different cooking styles – as the food is cooked on slow fire – the Dum-pukht, a style of Awadhi. The state also includes the elegance for tourism offerings via the legacy of musicians, drama/dance handicrafts and rich textiles and of course the global fame and name of brass art wares of Moradabad. (Chawla, C., Jha, R. S., & Verma, M. A., 2019).

Literature Review

Abha Agarwal, K.M (2001) in her hard worked findings in “Tourism for the Sustainable Development - A Case Study of Uttaranchal State” point out that Uttaranchal has adjustable margin of accommodating its extra populace in tillage as nicely as in commercial units in Bhawar and Tarai areas even as its interior hilly parts have reached pinnacle point of capability. From this viewpoint, the study stress that first and foremost the state establishments have to constitute a ministry for advancement of Tourism and Tourism development division must additionally be installed in every district of the state. Henceforth, the above narration makes it clear that tourism for India and specifically in Uttaranchal will manifest the primary source of sales and ecological recycle as its vital need for sustainable economic development these days. (Abha Agarwal, K.M., 2001).

C. Chawla and V. Jain (2017), in their vibrant and vivacious study titled, “Problems and Prospects of Tourism Industry in India – With Special Reference to Uttar Pradesh” pinpointed strength of Uttar Pradesh State which can attract large number of tourist worldwide apart from creating other avenues of employment and job opportunities. The study brought into light both aspects i.e. problems as well as the prospects in tourism of the state. The study also focuses the assumptions that are potentially powerful catalyst to fascinate more and more tourists notwithstanding multiple factors affecting feasibility of visiting the state adversely. (Chawla, C., & Jain, V., 2017).

Chanchal Kumar Sharma, (2005) in his practical, pragmatic and pertinent study titled, “Tourism Policy Innovations of an Indian State (Haryana) and their Implications”, narrates that the idiosyncratic socio-cultural aspect of upright tourism techniques aided by the state of Haryana, with the sole motive of emphasising the impact of effective planning and control for ensuring protection, preservation and promotion of cultural background, values, vicinity locations and social security. Thereby, an action with positive response is mandatory on the part of the authorities for ensuring sustainable development of tourism. The need is to diversify a planned framework assuring coherent relationship in the stakeholders, ensuring smooth and uninterrupted forex flow without conflicts of socio-cultural and environment and by not fully exploiting the non-renewable resources. (Sharma. J.K., 2005).

FCCI and MRSS India (2016), prepared a detailed report namely “Uttar Pradesh: Changing Perspective”, The incalculably informative report offers a perspective on tourism in Uttar Pradesh through its focussed view of the vast, varied, vivid & torrid history and by focussing its temples and temple towns or other holy places with titanic tourism scope. The voluminous report also highlights various limitations or hurdles curbing arrival of many tourists and visitors in the state. The report also bring in the know the dynamics instrumental in the development and advancement of tourism in the state and the appropriate steps on the part of state authorities to expedite and promote the tourism in the state. (FCCI & MRSS India, 2016).

Jagmo han Negi (2004) in his well calculated study as titled “Grading and Classification of Hotels, Tourism Resorts and Restaurants Principles and Practices”, explains that the lodging facility is one of the primary requirement to tourism. Hence, the critical analysis clarifies as regards the need, necessities, and availability of traveller lodging units. It is a vital work to highlight the utility of resort facilities. (Negi, J., 2004).

Jagmohan Negi and Gaurav Manohar (2004) in their comprehensive compilation under the title, “Tourist Guide and Tour Operation Planning and Organizing” explain and focus the function of the traveller guides and tour operators and their professional services. The work is very useful from the perspective of the researchers to identify the roles and responsibilities of traveller guides and tour operators. (Negi, J. Manohar, G., 2004).

Jeyapalan, N. (2001) in his exemplary fundamental study on, “An Introduction to Tourism”, maintains that tourism has become a crucial economic activity and so hold significant utility in the world. It's also because of the impact of industrial revolution facilitated tour places with requisite modalities and considerable exchange. In present time many countries depend upon income from the tourism industry

and that it has become the prime source of their foreign exchange earnings as well as employment generation. The model study presents a comprehensive explanatory conceptual introduction to the problems of tourism industry. It provide an account of history of tour and travel, tourism types, nature of tourism, tours or trips in modern-day duration, making plans of tourism, innumerable essences in addition to factors of tourism, organisation of tourism, motivation of travel, tourism advertising and marketing, and economic as well as cultural significance of tourism, tourism related procedures & documents, and travel organizations in India.(Jeyapalan, N., 2001).

Romila Chawla (2003) in his well-researched work titled, "Tourism in India-Perspective and Challenges" attempts to inquire into the persisting problems of tourism. The strategic study in addition introduced various tourist hotspots for instance pilgrimage, hill stations, seashores, wild life sanctuaries and adventure centres in India. By and large in nutshell the study talk about the contribution of tourism to the Indian economy.(Chawla, R.,2003).

Settu, T. Raveendran K, and Raja Narayanan, S. (2005) in their distinguished carefully calculated study, "Tourism Industry in India" observed that tourism is the major sector in the global export of products and services and accounts for a share of 14 % of worldwide earnings. The subsidiary or allied services includes the tourism policy, the status the traveller and transporter in the tourism policy, the inter-state co-ordination mechanism or between centre and states, advantages persistent to the traveller transporter and possible abuse of privileges by the irregular ill-practicing transporters. (Settu, T. Raveendran K, and Raja Narayanan, S., 2005).

Shanimol, S. P. (2004) in her comparative study named "The educational potentialities of Tourism Development in Kerala and Tamil Nadu" provides an extensive explanation of comparative information about Tourism training and destinations. The study highlights basic idea of socio-cultural components influencing potential tourism development in existing circumstances. Additionally, in some elements like, tapping and assessment of instructional potentiality, the work focuses effects of tourism surroundings. This study provides all formal and informal information concerning tourism training that strongly pitches for further scope of awareness of tourism training and development. (Shanimol, S.P., 2004).

Sharma, J.K. (2000) through his well complied work, "Tourism Planning and Development a New Perspective," in two-fold observation pinpoints the prevailing problems and prospects of the tourism industry in India. In the study on the one hand, it aims at encapsulating the foundations of tourism planning and rejuvenations while on the other hand it caters various useful information and know-how to tourism designers, planners, and developers of numerous. Thus the carefully carried examine attempts to present an alternative tourism making models and development method which called for redefining sustainable tourism. Consequently, the e-book containing crucial content may be very advantageous to readers, researchers and writers.(Sharma, J.K.,2000).

Singh, B.N. and Manas Chatterjee (2005) in their well consciously crafted compilation named, "Tourism in India," presents an account of the history, background and distinct local folk arts of Indian province Jammu and Kashmir. This study in addition talks about the social moral compulsion and industrial unit decorum and the need of guidelines and legal framework for tourism. This study underscores the basic concepts and ethics of tourism. The well described work provides for adequate data related to economic impacts of tourism, eco-tourism, and increasing numbers of travel organizations.(Singh, B.N., & Chatterjee, M.,2005).

Sinha, P.C. (1999) in his thorough investigative study on, "Tourism Management," describes in detail the vital dimensions orglobal Encyclopaedia of Tourism management chains. In this magnitude measurement, various subjects such as Vicinity feasibility status, Environments control, Tourism Planning & Management, Marketing Control, Tourism advertising, Tourism Problems, Tourist Travel Management, Tourism Strategies and Tourism Management Policy etc. are included. These accumulated works mainly bid for presenting primary reference on the common problems and uneasiness, information ingrained numerous notions, principles and panache of tourism industry and provide for a supportive intensive informative literature.(Sinha, P.C., 1998).

Sudesh Lahri (2004) in his exploratory study, "India Tourism Destination for all Seasons," explained the prospects of tour business particularly in the context to Indian tourism. The study provide the reader adequate data concerning history, tradition, religions, museums, monuments, music, fairs, dances, design, structure, sculpture and art work. This study may be very useful for the deeper understanding of tourism types in India. (Lahri, S., 2004).

Sunil Gupta and Bansal, S.P. (2001) in their insightful work, "Tourism Towards 21st Century," in two volumes strives to highlight the tourism problems in modern time. The study explores some additional essential ideals in global tourism. The second part of the study deals with region specific tourism. The well described work may be of immense importance to the academicians, researchers, travellers, policy makers, and all the ones interested in the study of multiple aspects of tourism. (Sunil Gupta and Bansal, S.P., 2001)

Objectives of the Research

- To highlight the significance of heritage places or top tourism destinations in Uttar Pradesh
- To highlight the nature and types of the problems faced by tourists or pilgrims in their visit to Uttar Pradesh.
- To highlight the various challenges before the state authorities during the visit of the tourists to Uttar Pradesh.

Tourism Logistics & Accessories

Development of Tourism of a country depends upon various architectural, infrastructural and monumental buildings which collectively represents this industry. Such a development of the industry forms the very basis of this sector facilitating the economic growth and revenue creation in multiple forms including Foreign exchange.

Hotels Heritage

The historic facilities include the different accommodations and associated places of tour and trips that provide tourists adequate leisure and quality time spent.

- Clubs, Restaurants and Hotels
- Accommodations available on the roadside and national highways in the state
- Resorts for the visitors
- Amusement parks
- Water parks
- Nature Walk
- Heritage Walk
- Cycle tours
- Lion Safari

Institutions and Organisations

- Production, promotion and sale of handicrafts and traditional artwork
- Developing, protecting and promoting museums
- Hotel and Tourism Management institutions
- Safeguard and conservation of Environment

Packages and schemes

- Schedules for Homestay
- Development, Promotion and operation of adventurous activities viz. water or ice sports, biking, skating, swimming etc.
- River rafting, mountaineering, trekking, bungee jumping etc.
- Tourism packages & schemes
- Ropeway scaling and ventures
- Rural tourism and travelling events
- Health benefits schemes and SPA resorts

Problems of tourism in Uttar Pradesh

- Inadequate & sluggish sustenance of infrastructure on distinct tourist places
- Deficient & errant air, road and rail transportation connectivity to manifold tourist places

- Inefficient & ineffective accessibility to hotel rooms
- Heavy shortage of specialised and trained workers
- lack of proper & potential skills and sanitized logistics for food and restaurants at tourist places
- Insufficient & faulty facility for sanitized and hygienic toilets at public places
- Scanty & flawed sterility at tourist and public places
- Improper & slothful management for tourists at religious sites
- Poor conservation of the Heritage sites
- Deficiency of properly skilled trained and certified guides for tourist
- Harassment of visitors by trespasser or eve teaser and other nuisance fringe elements
- Ill arrangements & malafied security of visitors prospects of tourism in Uttar Pradesh

Development and Fortification of air Transportation System

Following remarkable surge in the number of foreign tourists in Agra and Kushinagar, there is an urgent need for new international airports to ensure smooth development and fortification of air transportation system. Beside with the increase in number of domestic tourists in places like Ayodhya, Varanasi, Mathura, Moradabad, Allahabad and Gorakhpur makes the demand for domestic airports unavoidable.

Development and Fortification of Road Transportation System

All the tourist hotspots where there is inefficient and inadequate road transportation requires to be rebuild with well-connected highways and ring roads that may enable the development of decorated six lane and four lane roads which will ultimately usher the revolution of road transportation system.

Development and fortification of Bus Services

Keeping in mind arrival of foreigners particularly from the European and western world, the Tourist luxury coach buses for most popular destinations can be introduced by UPSTDC in collaboration with the big companies in public private partnership model for encouraging more tourists to the state and introduction of hip-offs and hip-on bus supplementary services can contribute immensely to promotion and expansion of tourism industry with new avenues of entrepreneurship and employment.

Development and Fortification of Railway Transportation

Owing to its unique merit of safe and secure travelling for far flung or nearby locations, the state government in coordination with the Indian railways can provide passage with special facilities through special trains directed towards the top tourist destinations. The special efforts can be made to make more availability of superfast trains for specific destinations with more stoppages. Such trains can be made available for the tourists travelling in the periphery of NCR and other local places.

Development and Fortification of Accommodation Services

The government of the centre or state in coordination with private sector undertakings can provide model facilities including modernising roadside boarding amenities in order to overcome the unavailability of accommodation services along the development of diverse tourism destinations.

Development and Promotion of Cultural and Adventurous Tourism

The regions of Vindhyanchal range and plains like Bundelkhand have a huge potential to fascinate large number of tourists eyeing for adventure tourism. Such tours can be managed, developed and can offer alternate point of attraction for tourism across domestic areas and many Mahotsava events can be organised with more comfort to access by the visitors which is almost unknown to even many domestic tourists.

Development and Promotion of Handloom and Handicrafts

Leather industry in Kanpur, Lock and hardware of Aligarh, Glass industry in Firozabad, Craft industry of Moradabad, Zorodoji and inlay work of Agra, Silk industry of Varanasi, terracotta production of Gorakhpur, industry of carpets of Bhadohiandchikan industry of Lucknow which have international reputation because of their export businesses can be explored one or more ways through developing more design hubs, shilpgrams and shilpbazars and therefore can emerge as an alternate point of attraction for visitors coming to state. The new avenues of self-employment will be generated as more tourists will arrive to grace these techs & craft hubs. With such development at large scale, the demand

will rise for high quality restaurants, store and shops, adventure sports and guesthouses which government can promote with special grants to develop special economic zones, trade parks or industrial corridors which in turn will bring unprecedented economic boom and betterment to lives of the peoples beside all around tourism development of the state.

Conclusion

In modern day's life of the hectic schedules, stress tends to be the most common thing that affects human being adversely. The best cure lies in the breaking the monotony of the life and having thrilling experiences and experiments. Therefore, to avoid the day-to-day stress people throng for more leisure or refreshment and require break to relax a little. For this they plan to move from one place to another to get over from fatigue and so they found tourism industry as an easily available solution. The rapidly developing Indian tourism industry has been attracting global recognition. The industry currently contributes a remarkable share in the national GDP in addition to other sectors. The Tourism industry with its multiple allied economic activities leads to exploring and development of undeveloped areas in various parts of the country. Uttar Pradesh with its rich architectural and geographical heritage stands at fourth hotspot of tourism in the country. This region of India has become a tourism hotbed for its heavily visited places and thus boosts the tourism trade of the country. Since the state has multifold natural advantages and drastic diversity with huge potential, it attracts the visitors from all corners of the world. The state has developed many state of the art tourism hot spots to further enrich its multi-dollar tourism industry. Presently, the biggest projects in progress are the development of Taj corridors, Mughal museums, Ayodhya city and Varanasi city along with many linking roads or expressways connecting prominent places across the state. The paper has indicated an outline of the available tourism resources and possible avenues that can be rejuvenated in the tourism industry of the state. In addition the paper has also highlighted many problems that are faced by tourists when they visit these places. Some of these problems may be counted as poor accommodation, defective, damaged and deficient road, railways and air transportation system. This paper has provided an insight into possible remedial actions against these challenges to improve prospective areas with huge potential to attract more tourists viz. the craft, handloom and artware industry of the state which can be explored at large scale by both foreign and domestic enterprises. The well-coordinated efforts on the part of the all partners, for example, the central and state government, private sector and other associations by collective efforts, can make this industry a highest profit generating industry of the country. Such an infrastructural and architectural development can provide the nation with a global recognition for its trade, technology and toys merchandises.

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