



## Prospects and Problems of Tourism Industry in Uttar Pradesh

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### **Abstract**

The land of fascination with natural habitats enriched culture and land of heritage, which has also, being given the name as “heaven of earth” is India and by no means nose-dive to astonish any of the travellers in any of its region. A place surrounded in the heart soul of India, with its high converge faiths and rich culture and traditions and attractive destinations with its distinctiveness features is Uttar Pradesh. The visitors not only from abroad but also from other parts of the country are also fascinated with this sole part of the country. Having into its pocket one of the World’s greatest and wandering monument – The Taj Mahal, astonish every generation and thus is the heartland of India. Tourists not only visits Uttar Pradesh for its unique monument but also because of its mythological attachments like the birth place of Lord Rama and Lord Krishna, namely Ayodhya and Mathura respectively. In continuity with mythology the state has an advent of culture with the chief rivers in the Indian sub-continent and the place where the three mythological rivers collides the place called Sangam in Allahabad. With coverage of these distinctiveness and the obstacles or problems that creates some opportunity and distress both, this paper is a study of prospects and problems of tourism industry in Uttar Pradesh. The paper highlights both distinctiveness for which the travellers comes to the state and the problems that are encountered by them during their visit here and the paper also points out some prospects for strengthening of the tourism in the state.

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

### **Introduction**

Activity of community people of travelling and residing on the places that are other than their usual surroundings for the purpose of their commitments, business, profession or relaxation are commonly termed as tourism. Tourism could for the leisure or purposeful for other reasons like, entertainment or simple vacation. Globally tourism has been a popular mode of relaxation now-a-days. With an area estimated to be around 2.4 lakhs km<sup>2</sup>, Uttar Pradesh is not only the fourth leading state in the country infact is also a very densely populated state with over 200 million people. In relation to topmost tourist arrival places Uttar Pradesh is one the most favourite state to tour around for the tourist within domestic region and also from abroad. Interestingly the state is also ranked as 2<sup>nd</sup> in terms of tourist place for domestic people and 3<sup>rd</sup> for the tourist coming from abroad.



## Literature Review

**Sinha, P.C. (1999)** in his study on, "Tourism Management," explains the essential volumes or worldwide Encyclopedia of Tourism management series. On this quantity capability location such as surroundings control, Tourism Planning Management, Tourism advertising and Marketing Control, Tourist Travel Management, Tourism Problems, Tourism Strategies and Tourism Management Policy and so on are included. These works aim at presenting primary reference on the concern, information approximately numerous ideas, standards and nature of tourism industry and a supportive literature on numerous information.

**Sharma, J.K. (2000)** in his study, "Tourism Planning and Development a New Perspective," defines the existing problems and prospects of the tourism industry. The reason of this observe is two-fold. On the one hand, it tries to summarize the foundations of tourism making plans and improvement and on the alternative it caters to tourism designers, planners, and developers of numerous reviews and know-how. The examine makes a strive to present an alternative tourism making plans and improvement procedure which recommends for re-conceptualizing sustainable tourism. Consequently, the e-book may be very beneficial to readers and researchers.

**Abha Agarwal, K.M (2001)** points out "Tourism for the Sustainable Development - A Case Study of Uttaranchal State". In this context, Uttaranchal has its bendy margin of accommodating extra populace in agriculture as nicely as in industry in Bhawar and Tarai regions even as the interior hilly regions have reached its saturation point. In this context, to begin with the state authorities have to constitute a ministry for improvement of Tourism and Tourism improvement branch ought to additionally be mounted in each and every district of the state. For that reason the above description makes it clear that tourism for India, specifically for Uttaranchal will show the primary source of sales and ecological regeneration that is the colossal want of these days's sustainable economic development.

**Sunil Gupta and Bansal, S.P. (2001)** in their study on, "Tourism Towards 21st Century," deals in two parts. The first component is a strive to spotlight the modern-day problems. It additionally explores some essential standards in worldwide tourism. The second part of the study is associated with regional tourism. This study may be of use to the travelers, policy makers, academicians, researchers and all the ones interested in the study of numerous factors of tourism.

**Jeyapalan, N. (2001)** in his study on, "An Introduction to Tourism", explains that tourism occupies an essential function in the world due to the fact the commercial revolution introduced a considerable exchange within the area of travel. Now, many nations rely upon tourist's income. It is also identified as a source of forex earnings as well as employment era. The study presents a comprehensive authoritative introduction to the problem of tourism. It offers with history of travel, kinds of tourism, excursion in modern-day duration, nature of tourism, additives in addition to factors of tourism, motivation of travel, organisation of tourism, dimension of tourism, making plans of tourism, tourism advertising and marketing, and economic as well as cultural importance of tourism, travel organizations, travel documents and tourism in India.

**Romila Chawla (2003)** in his study on, "Tourism in India-Perspective and Challenges" tries to study the problems of tourism. The study additionally introduces the numerous tourist locations



like hill stations, seashores, pilgrimage centers, wild life sanctuaries and adventure centers in India. Sooner or later, the study deals with the contribution of tourism to the Indian economic system.

**Jagmohan Negi (2004)** in his study on “Grading and Classification of Hotels, Tourism Resorts and Restaurants Principles and Practices”, tells that the lodging area is essential to tourism. Therefore, the examine deals with the desires, necessities, and existence of traveler lodging units. It is a fundamental work to apprehend the significance of resort enterprise.

**Jagmohan Negi and Gaurav Manohar (2004)** in their study on, “Tourist Guide and Tour Operation Planning and Organizing” deals with and highlights the function of the traveler guides and excursion operators and their expert fame. It is a beneficial work for the researchers to recognize the obligations and duties of traveler guides and excursion operators.

**Sudesh Lahri (2004)** in his study on, “India Tourism Destination for all Seasons,” explored the opportunities of tourism in the context to India. This examine brings to the reader plenty data concerning history, tradition, museums, monuments, religions, fairs, dances, music, structure, sculpture and art work. This examine may be very beneficial to understand wider variety of tourism in India.

**Shanimol, S. P. (2004)** in her study “The educational potentialities of Tourism Development in Kerala and Tamil Nadu” this reviews offers facts approximately Tourism training and cognizance. The primary concept is socio- cultural elements of instructional Potentiality of tourism improvement in both the state are realized. However, in certain elements like, tapping and exploration of instructional potentiality, effect on tourism on surroundings. This study provides all formal and non-formal training is strongly felt and there may be more cognizances of training possibilities of tourism.

**Settu, T. Raveendran K, and Raja Narayanan, S. (2005)** in their study on “Tourism Industry in India” found out that tourism is the biggest region in the world wide export of products and services and accounts for 14 % of worldwide earnings. The allied subjects consist of the tourism policy, the position of the traveler transporter in the tourism policy, the co-ordination mechanism among the center, states, advantages prolonged to the traveler transporter and steps in opposition to misuse of blessings by means of non vacationer transporters.

**Chanchal Kumar Sharma, (2005)** in his study on, “Tourism Policy Innovations of an Indian State (Haryana) and their Implications”, tells that the socio-cultural dimensions of numerous tourism techniques followed with the aid of the state of Haryana, with the intention to underline the significance of ensuring effective planning and control for producing safety and upkeep of cultural background, values, nearby environments and social well-being. It is for this reason a call for a mature reaction on the element of the authorities for ensuring sustainable improvement of tourism. There is a want to broaden a strategic framework concerning coherent partnership among all the stakeholders, making sure era of forex without developing socio-cultural and environmental issues and without having to exhaust property which can't get replaced.

**Singh, B.N. and Manas Chatterjee (2005)** in their study on, “Tourism in India,” describe the history, background and unique folk arts of Jammu and Kashmir. This study additionally deals with

437 | Received: 8 February Revised: 17 February Accepted: 24 February

[Index in Cosmos](#)

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the social obligation and commercial enterprise ethics and the want for tourism legal guidelines and regulations. This study includes the fundamental thoughts and ethics of tourism. This study additionally offers plenty data about economic effect of tourism, eco-tourism, and increase of travel organizations.

**FCCI and MRSS India (2016)** prepared a report on, "Uttar Pradesh: Changing Perspective", This report offers a fact about perspective of tourism in Uttar Pradesh by broadcasting about the vast & steamy history and its temples and holy places for inbound tourism capacity. This report also highlights the drawbacks for attracting more tourists and visitors in the state. This report also highlights the factors which are responsible for the growth and development of tourism in the state and the steps and measures taken by the state government to facilitate the visitors.

**C. Chawla and V. Jain (2017)**, in their study, "Problems and Prospects of Tourism Industry in India – With Special Reference to Uttar Pradesh" has marked numerous potentials of Uttar Pradesh State which are capable of attracting worldwide tourists and has also focused upon the opportunities that are available in forms of jobs and self-employment. The study has focused upon both problems as well as the prospects of tourism in the state. The study also highlights the percepts that are mostly supportive to attract tourism despite of numerous factors that affects feasibility of visiting the state.

#### **Objectives of the research**

1. To highlight the peculiarity about the destination places in Uttar Pradesh
2. To highlight the problems and challenges faced by the tourist during their period of visits to Uttar Pradesh

#### **Peculiarity of Uttar Pradesh**

The state is blessed with diversified range for tourism offerings which includes explicit holy and cultural hot spots such as Goverdhan, Vrindavan, Mathura – the janamsthal of Lord Krishna, Vindyanchal range – the land blessed with grace of Vindyasani Devi, Ayodhya – the birth place of Lord Rama, Varanasi – the land of Baba Vishwanath. Also the state comprises of some paramount point of disembarkation bridged to the mortals of Lord Buddha – Kushinagar, Sankisa, Kapilavastu, Kaushambi, Shravasti and Sarnath. Apart from these holy places the state is also blessed with one and only habituated land of wanderer namely "The Taj Mahal" which is also world heritage arc named by UNESCO. The state is also graced with the manifold exclusive biodiversity of fauna and flora with peculiar environment of Dudhwa National park within the Terai area of the state. Having gifted with national animal – tiger and rhinoceros with single horn is also the peculiarity of Dudhwa national park in the state which is the only park other than the Kaziranga National Park situated in Assam. The Dudhwa National Park of the state is the solitary place having within itself – the hog deer, swamp deer, barking deer, sambhar deer and spotted deer – the 5 species of the deer. The Uttar Pradesh Culture Arc is also getting appreciation all-around the country which was introduced by the branch of tourism which comprises of hubs of tourism viz. Varanasi, Agra and Lucknow. By way of providing a gamut of heritage tourism assets, religious and cultural arc it is bound that the tourism will tempt to increase as it represents the true soul of the state. Just as the diversity of its geography, same is the cuisine of the state, which is



also one of the peculiar things about the state. The state is also famous for its special cooking style – the food to be cooked on slow fire – the Dimpukht a genre of Awadhi. The state also comprises the exquisiteness for tourism offerings viz. the legacy of musicians, drama/dance handicrafts and rich textiles and of course the world famous hub of brass art wares of Moradabad.

#### **Pursuit sheathing in Tourism Industry**

- ✚ Hotels Heritage
- ✚ Restaurants and Motels
- ✚ Provisions available on wayside on state and national highways
- ✚ Resorts for tourists
- ✚ Water parks
- ✚ Amusement parks
- ✚ Heritage Walk
- ✚ Nature Walk
- ✚ Cycle tours
- ✚ Promotion and selling of handicrafts and traditional artwork
- ✚ Promoting and developing of museums
- ✚ Hotel and Tourism Management institutions
- ✚ Conservation of Environment
- ✚ Jungle Safari
- ✚ Lodges
- ✚ Schemes for Homestay
- ✚ Development and running of adventurous activities viz. water sports, biking, skating, rafting, rock climbing, trekking etc.
- ✚ Tourism packages
- ✚ Ropeway establishment
- ✚ Rural tour and travel activities
- ✚ Health and SPA resorts

#### **Problems of tourism in Uttar Pradesh**

- ✚ Deficient sustenance of infrastructure on distinct tourist places
- ✚ Deficient air, road and rail transportation connectivity to manifold tourist places
- ✚ Deficient accessibility to hotel rooms
- ✚ Deficiency of specialised workers
- ✚ Scarcity of calibre and sanitized outlets for food and restaurants at tourist places
- ✚ Deficient facility for sanitized and hygienic toilets at public places
- ✚ Deficient sterility at tourist and public places
- ✚ No management for tourists at religious sites
- ✚ Heritage sites lack conservativeness
- ✚ Deficiency of trained and certified guides for tourist
- ✚ Molestation of visitors via trespasser and other ill-famed elements
- ✚ Deficient security of visitors



## Prospects of tourism in Uttar Pradesh

### ✚ Strengthening of air transportation system

With the increasing number of international tourists in Agra and Kushinagar there is requirement for new international airports, which will lead to development and strengthening of air transportation system. Also with the increase in number of tourists in places like Jhansi, Moradabad, Allahabad and Gorakhpur there is a demand for civil airports also.

### ✚ Strengthening of Road transportation system:

All tourist places where there is deficient road transportation will be connected by calibre roads and will lead to development of good 6 lane and 4 lane roads which will upgrade the road transportation system.

### ✚ Strengthening of Bus Services

Tourist luxury coaches for major destination places can be introduced with the adjoining hands of Private Bus Service providers and UPSTDC for encouraging more tourists to the state and introduction of hip-offs and hip-on bus services will be done.

### ✚ Strengthening of railway transportation

With the coordination and help of Indian railways efforts can be done to make more availability of superfast trains at various tourist specific destinations and more stoppages can be made available for the tourists who arrive from NCR and other local places.

### ✚ Strengthening of Accommodation Services

With the coordination of public and private sector undertakings there is a possibility of Wayside amenities development to overcome the shortage of accommodation services along the diverse tourist destination places.

### ✚ Strengthening of Cultural and Adventurous tourism

The regions of Vindhyan range and Bundelkhand has a potential to attract adventure tourism which can be developed and can become one more point of attraction for tourism across domestic region and many Mahotsava events can be made more comfortable and accessible for the visitors which is almost unexplored even among the domestic tourists.

### ✚ Strengthening of promotion of handloom and handicrafts

Craft industry of Moradabad, Zardoji and inlay work of Agra, Silk industry of Varanasi, terracotta production of Gorakhpur, industry of carpets of Bhadohi and chikan industry of Lucknow which are world famous can be explored more by way of establishing more shilpgrams and shilpbazars and thus can become another point of attraction for tourist to visit the state.



✚ Strengthening of self-employment

The self-employment will itself get a grace when more tourists will arrive. There will be a great need of good quality restaurants, souvenir shops, adventure sports and camping for which grants can be promoted by the government for the betterment and development of tourism in the state.

### Conclusion

With the lifestyles of today's world there is a common thing that is arising and it is the stress. To get lifted up with the day-to-day stress people needs something to do more leisure and needs to relax a bit for which they like to move from their place to other so as to get away from exertion and thus the demand for tourism industry is increasing. The tourism industry in India has developed universally and is also becoming one of the major contributors to GDP of the country also. Tourism industry with its manifolds leads to exploring and development of under developed areas in many parts of the country. Uttar Pradesh being the fourth hotspot of tourist demanded places is the one the biggest in this industry of India. With having manifolds for its diverse nature to attract the visitors from both domestic and abroad, the state has developed a lot in the field of tourism industry. This paper has highlighted many challenges that are being faced by tourists during their period of visit and stay viz. deficient accommodation, deficient road, railways and air transportation system. This paper also highlights the prospects areas where there is potential to attract more tourists viz. the handloom and art ware industry of the state which is still unexplored by both foreign and domestic people. Purposeful endeavours by all partners, for example, the central and regimen governments, non-public sector and the assembly everywhere are correlated for practical advancement and unkeep of the excursion/tourism segment within the nation.

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