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Avenues & Problems Of Tourism In Uttar Pradesh

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Abstract

For recreation, company and other reasons, tourism is described as the operations of private travel and stay outside their usual setting for not more than one successive year. India is an eco-friendly tourism nation renowned for its nature, culture and heritage. Tourism in India is increasing day by day owing to international tourist visits and a higher percentage of Indians traveling to another nation for company, recreation and recreation purposes etc. Increasing the tourism sector in recent years has led in the development of the Indian economy, tourism industry provides several advantages to the nation such as jobs, revenue and foreign exchange. Whilst the tourism industry is rapidly increasing in India and contributes to grow GDP, it also poses many difficulties in creating fresh and good thoughts to support the country's tourism. There are many items to consider such as tourist safety, stronger marketing strategies to be created, and there should be qualified manpower and qualified tourist guide, adequate accommodation infrastructure particularly during festival times. This article helps to find the Uttar Pradesh tourism sector's problem and possibilities to assist resolve national and global obstacles in the development of tourism amenities.

Key Words: Tourism, Economic, Problems, Prospects, Avenues

As tourism is called a really large sector, it offers its item to prospective tourists as well as other industries. But the travel item and other goods make a large distinction. Since tourism is called a smokeless sector, and unlike other products, it does not have its own organization or a single item, but it is a mixture of various goods, facilities and sights. India has different tourist locations that draw tourists from around the globe to its own resorts. People have distinct tastes and feeling India is offering tourist attraction to all kinds of climate individuals who are traveling, religious, exploring, medical tourist or pilgrimage. India is a wonderful tourist hotspot wealthy in cultures and celebrations with distinct types of individuals with distinct nationalities, many hills like the huge Himalayan Mountain encircled by three seas and renowned for its excellent historical locations and royal cities and distinct religions.

Tourism implies the practice of tourists traveling outside their usual habitat to a primary location for less than a year for any primary intent, including company, recreation or other private purposes, other than to be hired by a registered organization in the location frequented.

The three kinds of tourism can be differentiated according to the source and location of the visitor.

1. Native Outbound tourism - implies touring by a citizen of a nation beyond that nation
2. Native Inbound tourism - implies visiting a nation by tourists who are not living in that nation
3. Native Tourism- implies trips within a nation by tourists living in that nation

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Tourism in India: Background

In India tourism begun in period from 400 to 411 A.D. via Fahien a renowned Chinese Pilgrim who travelled India without passport, from there onwards passport r mudra were made vital for a tourist as per the Arthashatra of Kautilya. An ocean path to India was found by Vasco-do-Gama, a renowned Portuguese explorer, lot of people began to come to India by that ocean path, and tourism in India improved. When govt. took a number of measures to boost tourism in India, tourist activity in the 1980s acquired traction. A National Tourism Committee was announced in 1982, after several schemes were drawn up by the National Committee in 1988 for sustainable growth in tourism. The national intervention scheme was established in 1992 and in 1997 the fresh tourism policy was established in attempt to recognize the function of the national and state governments. In 1982, the National Committee on Tourism was announced. In Nineteenth century the British had put up an Archeological Census in India putting architecture and history into account as an essential aspect of the legacy of the period. In Sanskrit fiction the popular phrase "अतिथी देवो भवः" implies the "customer is genuinely divine" describes the leisure in India.

Objectives of the study:

1. To analyse the prospects of tourism industry in U.P.
2. To analyse the contribution of U.P. tourism in India

Tourism in U.P.

With the aim of developing tourism in U.P., 1st tourism policy was instituted in 1998 in the state. The fourth biggest state in India with a surface area of about 2,40,928 km^2 in all the states of country is U.P. In terms of tourist entry, U.P. is rated 2nd in aspects of national tourist numbers and 3rd in aspects of international tourist visitors between Indian states. The state has 3 tourist or vacation hotspots which are enlisted in the list of world heritage site of UNESCO, namely, Fatehpur Sikri, Agra Fort and the wanderer of the world - Taj Mahal. The Uttar Pradesh Heritage Arc, connecting three of the major U.P tourist centers, which has been newly implemented by the department of tourism viz, Varanasi, Agra and Lucknow, which is bond to boost-up tourism as it conceals the actual crux of U.P. which are Heritage, culture and religious tourism. Uttar Pradesh Government has done numerous measures to promote Heritage Arc in Agra, Lucknow & Varanasi to assist the adequate decoration of the locations and to build infrastructure to render those locations better.

Kinds of Tourism in U.P.

ENVIRONMENTAL TOURISM

Environment tourism or eco-tourism is described as an accountable journey towards cultural fields in order to preserve the atmosphere, maintain local people's well-being and require understanding or education. Environmental tourism provides tourists and hosts with a beneficial knowledge, raising consciousness of the environment, and regard for socially accountable journeys to rural regions to enjoy and appreciate the environment, which promotes conservation and provides beneficial social-economic participation.

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HERITAGE TOURISM

Renowned for its wealthy heritage artifacts that states about the emperors who have governed India, the spots like the birthplace of Lord Rama (Ayodhya) and Sri Krishna (Mathura), Ghats like Sangam and Varanasi and Mughal Forts are the famous places for heritage visits in Uttar Pradesh.

Agra

The city, Agra, is also known for its immortalised monument the Tal Mahal. However, there's lot to explore in city just than the famous Taj like it's virtual gateway to a world of discovery. The precious Mughal monuments, which tells about Mughal emperors' realities the beautiful fort of Fatehpur Sikri, Jama Masjid, Dewan-e-Aam and Dewan-e-Khas are also the uniqueness of Agra. The Yamuna River passes through the city and this historic place is the ideal spirit for a trip on the Arc Heritage.

Lucknow

It is renowned for its Nawabi culture and also is renowned for its historical landmarks such as Hazratganj, Rumi Darwaza, Bara Imambara and Chota Imamabara, and Begum Hazrat Mahal Park. It is also popular for chicken clothes.

Prayagraj

Previously regarded as Allahabad is renowned for Khumbh Mela that happens once per 12 years near the location where three ancient rivers intersect Ganga, Yamuna & Saraswati referred as Sangam. It's also renowned for its primary monuments like Khusro Bagh, Allahabad Museum, Allahabad Fort, Ananad Bhavan and Akshay Vat.

Varanasi

Varanasi is renowned as India's religious location on the banks of the Ganga River. It is a location where many individuals bring a shower and think like they are helped by God. For its tourist attraction, Varanasi is renowned for its Manikarnikaghat, Man Mandirghat, Chaumsathi Ghats, Kashi Viswanath Temple, Sarnath, Ramnagar Fort and Chunar Fort.

Ayodha

Renowned for its Hindu culture, it's also named Lord Rama's birthplace, Ayodha which is also renowned for Muslims because of the renowned 16th century Babri Masjid was located here.

Buddhist tourism

The location like Lumbini in Nepal that is famous as birthplace of Lord Buddha, the location where he achieved enlightenment, "Bodhgaya", the location where he received his first lessons "Sarnath", Khushinagar in U.P. where he held his last sermon and reached nirvana these are various significant pilgrim places of Buddhist tourism in India.

Jhansi

Renowned for its independence fight against the British by a very courageous lady recognized as Jhansi ki Rani the great warrior lady Rani Laxmibai

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Uttar Pradesh Tourism Contribution in GDP

Tourism and travel has a huge market in India. It provides a varied range of targeted tourism products-tours, medical, adventure, leisure, wellness, ecotourism, entertainment, villages and spiritual tourism. India has been acknowledged as a spiritual tourism location for national and foreign visitors. Uttar Pradesh had allotted Rs. 720 crore in March 2019 to strengthen tourism infrastructure.

The overall tourism and travel input to GDP of India is projected to rise by Rs. 32.05 trillion (USD 492.21 billion) by 2028 from Rs. 15.24 trillion in 2017 (USD 234.03 billion). In terms of total contribution via tourism and travel to GDP in 2017, India rated 7th among 184 nations. The 3rd biggest forex earner for India is travel and tourism. In 2018, the Tourism FEEs grew to US$ 28.59 billion by 4.70% year-on-year. The FTAs grew 5.20% year after year to 10.56 million during the same era. Foreign medical visits risen from 427,014 in 2016 to 495,056 in 2017(P) for medical purposes. In 2018, e-tourism visa applications risen by 39.60% to 2.37 million year-on-year. The number of e-tourist visa visits improved year-on-year by 21.10% to 0.29 million during January 2019.

From 2017-2018 in the hospitality industry of India there were 81.1 million individuals working, which represented 12.38% of the complete country's jobs. By 2020, the Indian government put an objective of 20 million overseas tourists (FTAs) to come and double the foreign exchange income.

The introduction by the government of India of a number of advertising and marketing projects like “Incredible India!” & “Athiti Devo Bhava” has been a concentrated development momentum. In order to promote medical travel in the nation, the Indian Government also issued a new visa class-a medical visa or an M visa. In the month of September 2017 the Incredible India 2.0 initiative began. The Indian Government launched the “Incredible India Mobile App” in September 2018 to support the traveller in India to demonstrate significant experience. The Indian Government is operating towards to attain 1% stake in world tourism visitors by 2020 and a stake of 2% by the end of 2025.

Source: As per the report of India Brand Equity Foundation (IBEF) https://www.ibef.org/industry/indian-tourism-and-hospitality-industry-analysis-presentation

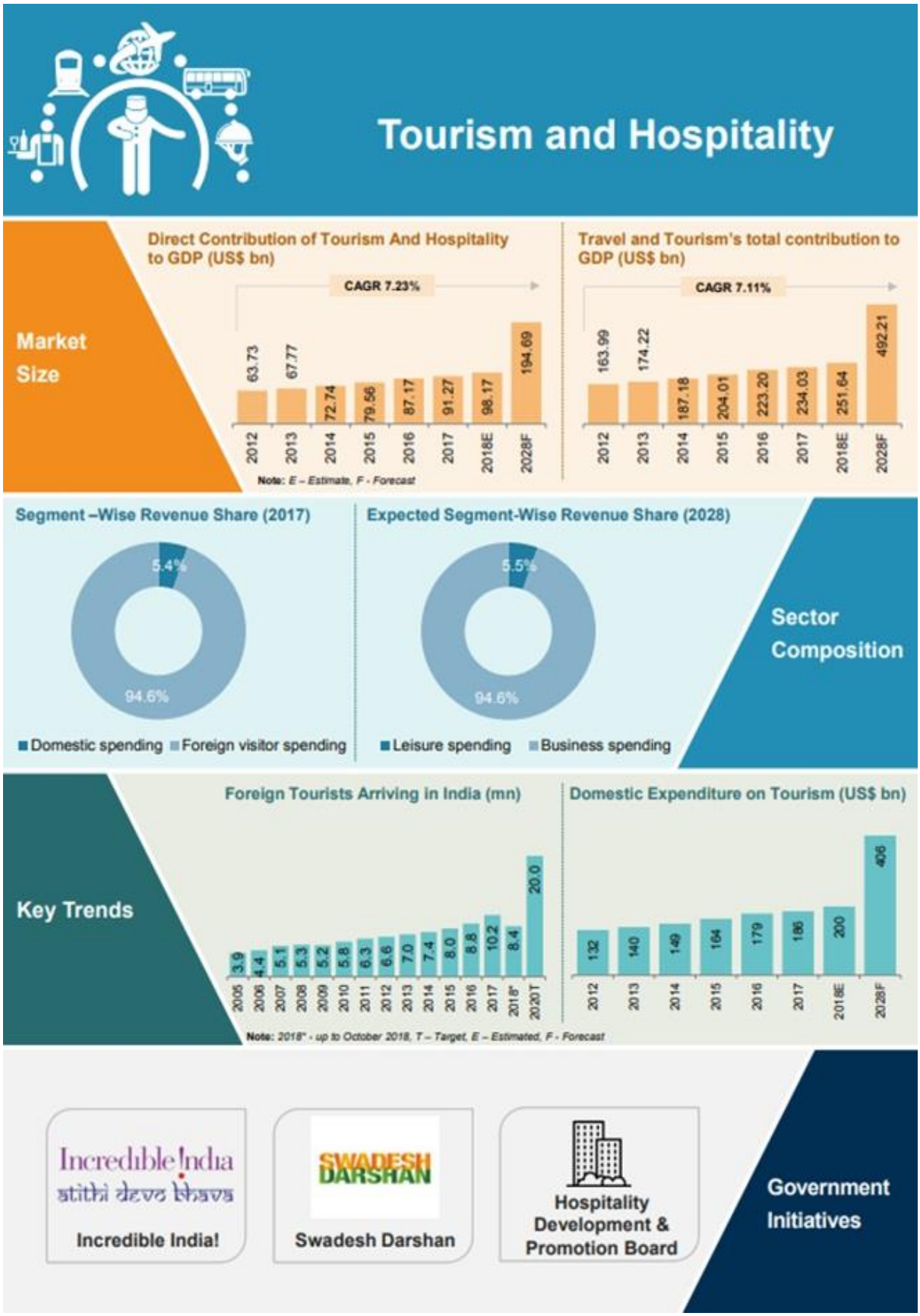
The Indian and Foreign tourist visits in important tourist places of Uttar Pradesh in year 2014 to 2018.

Year	Foreigner	Indian	Total	%age Increase (+)/ Decrease(-) in context to previuos year		
				Foreigner	Indian	Total
2014	29,09,735	18,42,77,423	18,71,87,158	(-) 9.23 %	(-) 19.11 %	(-) 18.97 %
2015	31,04,062	20,65,15,617	20,96,19,679	(+) 6.67 %	(+) 12.06 %	(+) 11.98 %
2016	31,56,812	21,35,44,204	21,67,01,016	(+) 1.69 %	(+) 3.40 %	(+) 3.37 %
2017	35,56,204	23,39,77,619	23,75,33,823	(+) 12.65 %	(+) 9.56 %	(+) 9.61 %
2018	37,80,752	28,50,79,848	28,88,60,600	(+) 6.31 %	(+) 21.84 %	(+) 21.60 %

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Source: http://uptourism.gov.in/pages/top/about-up-tourism/year-wise-tourist-statistics

Growth of Tourism and Hospitality Industry - Infographic



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Government Initiatives

The Government has understood the tourist sector capacity of India and made India a worldwide center for tourism by taking several measures. Some of the Government of India's key projects aimed at boosting India's travel and accommodation industry are:

In October 2018 the Statue of Sardar Vallabhbhai Patel was inaugurated, also recognized as "Statue of Unity". It's the world's largest sculpture at 182 meters in height. The industry in the nation is anticipated to increase and place India on the international tourism chart. The Indian government aims to reach 1% of the world's global visitor numbers by 2020 and 2% by 2025.

The state has allocated 1.160 crores (USD 160.78 million) under Budget 2019-20 for the growth of Swadesh Darshan tourism loops. Accommodating 160.50 crore (USD 22.25 million) in the growth of Swadesh Darshan touristic traffic, the govt. allocated them to Budget 2019-20.

Uttar Pradesh Government has adopted a number of measures to encourage tourism in the State some of which are mentioned below:

- In the state the eco-tourism is endorsed by promotional films.
- In attempt to schedule more effectively for them, Eco tourism sites have been recognized.
- For the proper preparation, formulation and execution of the proposal, agencies are created.
- In some of towns, of the state such as Allahhabad, Jhansi, and Moradabad, Uttar Pradesh government plans to establish a fresh airport.
- For the purposes of connections to all of them, advance telecommunications services are given to the Uttar Pradesh tourist destination.
- In order to increase tourism in place like Sarnath, proper facilities, proper sanitation and food places are taken into consideration
- The Uttar Pradesh Government has introduced an e-book providing all tourism data on the State via Internet.
- The restaurants and hotels in the state were classed as five-star luxury, five-star, three-star restaurants aiming at providing the tourist destination of the state with stronger equipment.
- In attempt to safeguard them and preserve their value, Uttar Pradesh government has paid unique consideration to the state's heritage locations.

Avenues or prospects of tourism in U.P.

In comparison with the other state there are many reasons behind the poor development of Uttar Pradesh Tourism: absence of adequate advertising and marketing strategy, sanitation, governance absence, hygienics and infrastructure. The industry's development is relatively less compared to the tourist sector in the other states. In Uttar Pradesh, the main causes that impacts tourism are:

- While Uttar Pradesh is renowned for its architecture and cultures, it is not only about the architecture and culture that tourists attract their spiritual location, the reality is

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that tourism should concentrate on publicity entertainment and recreation because individuals distinct tastes. In this context, the state of Uttar Pradesh should not only concentrate on architecture and culture.

- The nation such as UK, USA, France and so on, is cleaner, because individuals are more drawn to those nations. This nation has tough laws to make filthy highways, but the bulk of individuals use the street as a dustbin when we are talking about Uttar Pradesh.
- Uttar Pradesh population is growing every day, which has caused many issues in terms of state transport, job losses, the development of the crime rate and the issue of contamination.

Conclusion

This paper is an attempt to demonstrate the services sector's benefits to the economy of Uttar Pradesh. The service sector's economic function has become increasingly diverse as it contributes to GDP, generates jobs and, through this research, leads the development of exports through services. The prospective growth regions include the development of Uttar Pradesh tourism, the creation of a niche tourism item, the construction of infrastructure ability on fresh origin economies and the development of human resources. Uttar Pradesh is wealthy in historic heritage and its culture, cuisine and pleasant individuals, historic landmarks and hospitality, but lack of contemporary retail knowledge from the West causes enormous travellers problems, cleanliness and sanitation, infra-structuring, lodging, bad highway network, public transport, misery and plight are the main reason for lagging behind in higher number of tourists attraction in the state.

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