

GROWTH AND DEVELOPMENT OF TOURISM IN UTTAR PRADESH

ARVIND KUMAR* AND SABEENA RIZVI**

Abstract: *Tourism has emerged as the biggest industry of India . The importance of tourism has been well recognized worldwide. Now tourism has ushered into a new area of expansion and importance. In fact, tourism has enormous potential of employment generation and poverty alleviation. India has shown potential to emerge as a leading player in the global tourism. The recent policy changes also envisage strategic planning, management and development of tourism in India. As we have already entered in the new millennium, tourism has emerged as the biggest industry of the future. Often ranked as the world's largest industry, tourism plays a major role in the economies of nations in the world. For many countries, it is their biggest economic activity. Present paper purports to examine the growth*

INTRODUCTION

Tourism has to be regarded as an industry although, strictly in accordance with the classical definition of the term, it is not industry, however, tourism would be regarded as an industry which contributes to its economic and social development and activates many productive sectors. In economic terms, tourism creates a demand or provides a market for a number of quite separate and varied industries (Robinson, 1976). The appellation of the term industry to tourism has been also justified because of the modern approach to the definition of industry as a group of firms producing identical goods, which the consumer regards as being substitutes for one another although they may be physically different (Wahab, 1975). Tourism is one of the new industries that are capable of providing rapid economic growth in income and standards of living. It includes as a complex sector industries in the classical sense of the terms like lodging, transport and handicrafts industries (Tewari, 1994). Lundberg has described tourism as business. He is of the opinion that tourism is the business of the transport, care, feeding and entertainment of the tourists (Lundberg, 1972). Mill and Morison have treated it as system consisting of inter-related parts and expressed the view that tourism is not an industry (Mill Morison, 1985).

* Prof. Department of Commerce and Former Director Institute of Tourism Studies, Lucknow University, Lucknow.

** Research Scholar, Institute of Tourism Studies, Lucknow University, Lucknow.

Tourism demand has increased significantly in the recent past. There has been a dramatic expansion of domestic tourism also in many developed countries (Christopher & Holloway, 1998). There are many factors which have contributed to the increase in the demand for tourism. Population growth, rising standards of living, more leisure time and greater discretionary spending have boosted the numbers of travelers. Both the public and private sectors of economy have fostered this demand and encouraged the expansion of the tourist industry. The technological development in transport, telecommunication, and media have brought down the relative cost of travel and encouraged travel. However, tourism demand is characterized by three important factors viz. (i) elasticity; (ii) sensitivity and (iii) seasonality. Tourism is also affected by internal and external environment. Terrorism, violence, political instability, insecurity, poor health and physical infrastructure, etc. severely affects the tourism growth. However, tourism demand is highly dynamic in nature.

Tourism as an industry has ushered into a new area of expansion and importance. The significance of tourism has been well recognized in both the developed and developing countries. In fact, tourism has enormous potential of employment generation and poverty alleviation. Tourism has also changed the landscape and nature based tourist destinations have emerged as most potential alternative forms of tourism. The recent policy changes will help in realizing the full potential of India in tourism growth; however, it faces numerous new challenges and a lot of competition both from within and outside of the country. Tourism has emerged as one of the most important area in the planning process of different countries. For a number of countries, it is one of the major sources of foreign exchange earnings. However, India's entry to this sector has been quite late. Its share is less than 0.4 per cent in world tourists traffic, though India has large potential of tourism (cultural, heritage, ecological and other form of tourism). Tourism has also emerged as one of the lucrative business in India. Globalization has shown the path of tourism development and promotion in the new millennium. Importantly, new tourism policy of India has envisages strategic planning, management and development of the tourism sector in India.

Tourism has been recognized as a major global industry today. The economic potential of tourism is most important since tourism creates jobs, brings in new money, relatively clean, and has minimum start up costs. Tourism also helps in conservation of national heritage, protecting the environment and contributing in improving in the quality of life and well being of local communication. However, it has affected the socio-cultural value system, heritage and local environment. Impact is often used as a pejorative term and it is often assumed that impacts are likely to be negative. However, residents of destinations often want tourists to come and want them very much. They do this because they want their life styles to change. They want jobs, higher incomes, increased tax revenues and better opportunities for their children the benefits may be largely economic and may sometimes be illusory, and there may be adverse consequences, often of an environmental or

socio-cultural nature, associated with acquiring the benefits (Geoffrey Wall, 1997). Importantly, the impacts of tourism can be viewed as arising from the type or types of tourism involved the characteristics of the communities in which tourism is taking place and the nature of resident visitor encounters. Furthermore, investigations of tourism cycles suggest that impacts in a destination area are likely to change with time as the nature of tourists, the community and resident - visitor interactions also change (Butlar, 1980). Moreover, much change associated with tourism may be cumulative as a number of small enterprises is developed in sequences in close proximity, each having a minor impact when viewed alone, but together having far-reaching consequences. Cumulative impact assessment is a challenging topic which is beginning to attract the attention of those changed with conducting and evaluating impact assessments, although, it has yet to receive much recognition in the tourism literature (Shoemaker, 1994). While environmental impact assessments for specific tourism developments such as resorts and marines have an important place. Thus, in addition to impact assessment, monitoring of change may be required and mitigation strategies may be required to reduce the magnitude of environmental consequences (Nelson *et al.*, 1993).

OBJECTIVES AND METHODS

Present paper purports to examine the trends in tourism development in Uttar Pradesh and scope for public private partnership. The paper is based on secondary data and pertinent literature compiled from published and documented sources including websites. Time series data analysis has been ensured in order to highlight the growth and tourism development in state.

TOURISM CIRCUITS IN UTTAR PRADESH

Uttar Pradesh is blessed with a large number of attractions. These attractions can be categorized into: (1) Religious Sites (Hindu, Islamic, Buddhism, Jain & Christian), (2) Historical / Heritage Sites (3) Nature/ Scenic, Wildlife related. Furthermore, the tourism locations have been divided into five geographical/ cultural belts in the state for analytical convenience, namely: (1) Western UP: Agra, Mathura, Merrut, Bareilly etc., (2) South Western UP (Bundelkhand): Jhansi, Mahoba, Deogarh, Banda etc., (3) Central UP (Awadh): Lucknow, Kanpur, Faizabad, Lakhimpur etc., (4) Eastern UP: Gorakhpur, Basti etc., (5) South East UP: Varanasi, Allahabad, Mirzapur etc. Tourism circuits of Uttar Pradesh are shown in Table 1. Uttar Pradesh offers a huge range of destinations and activities to the potential tourist comprising historical sites, wildlife sanctuaries, pilgrim centres and adventure destinations.

The various categories of sites viz. Religious, Historical/ Heritage and Nature/ Scenic/ Wildlife related are discussed in the following sub-sections. Overall and general inferences of the tourism asset inventory are provided at the end of this section. The development of tourism industry in the state has an impact on the future role of the stake holders. The basic mandate of the Uttar Pradesh State Tourism Development Corporation in 1970s was to create an environment for

Table 1
Tourism Circuits of Uttar Pradesh

<i>S. No</i>	<i>Tourism Circuit</i>	<i>Destinations</i>
1	Agra Braj Circuit	Agra, Mathura, Vrindavan, Fatehpur Sikri, Soor Sarovar, Chambal
2	Buddhist Circuit	Kapilavastu, Sarnath, Varanasi, Sravasti, Sankisa, Kaushambi, Kushinagar, Lumbini, Bodhgaya
3	Bundelkhand Circuit	Jhansi, Mahoba, Kakramath, Kalinjar, Deogarh, Samthar, Datia, Khajuraho, Chanderi, Baruasagar, Orchha
4	Awadh–Ayodhya Circuit	Lucknow, Kukrail, Nawabganj Bird Sanctuary, Ayodhya, Naimisharnya, Devasharif, Bithoor
5	Varanasi & Vindhyachal Circuit	Varanasi, Vindhyachal, Ramnagar, Chunar, Allahabad, Kaimoor Wild Life Sanctuary, Chandra prabha Wild Life Sanctuary
6	Mahabharata Circuit	Hastinapur, Baghpat, Bijnor.
7	Ram Van-Gaman Yatra Circuit	Ayodhya, Bharatkund, Belha Devi-Pratapgarh, Shrangverpur, Allahabad, Chitrakoot etc.
8	Circuit related to Ist War of Independence in 1857	Jhansi, Meerut, Lucknow, Raibareilly, Unnao, Kanpur, Bithoor, Sitapur, Badaun, Bareilly, Hathras, Shahjahanpur, Mainpuri, Firozabad, Gorakhpur, Devaria, Azamgarh, Balia, Varanasi, Allahabad etc.
9	Jain Circuit	Shravasti, Kaushambi, Allahabad, Ayodhya, Faizabad, Ronahi, Kampil, Hastinapur, Sauripur, Agra, Banaras, Kushinagar etc
10	Sikh Circuit	Gurudwara Pakki Sangat (Allahabad) - Gurudwara Ahroora, Gurudwara Chota & Gurudwara Bhuli (Mirzapur) - Gurudwara Nichibagh, Gurudwara Gurubagh (Varanasi) - Guru Teg Bahadur Ji ki Tapsthal, Chachakpur, Gurudwara Raasmandal (Jaunpur) - Gurudwara Brahmkund (Ayodhya) - Gurudwara Ahyiyaganj (Lucknow) - Gurudwara Singh Sabha (Mathura) - Gurudwara Hathighat, Gurudwara Guru ka Taal (Agra) etc.
11	Sufi Circuit	Fatehpur Sikri, Rampur, Badaun, Bareilly, Lucknow, Kakori, Dewasharif (Barabanki), Bahraich, Kichocho Sharif, Kade Shah - Kada (Kaushambi), Allahabad, Kantit Sharif (Mirzapur) etc.
12	Christian Circuit	Merut-Sardhana, Agra, Kanpur, Lucknow, Allahabad, Varanasi, Gorakhpur etc.
13	Handicraft Circuit	Lucknow, Agra, Aligarh, Firozabad, Rampur, Kanpur, Kannauj, Vrindavan, Muradabad, Khurja, Varanasi, Bhadohi, Mirzapur, Chunar, Jaunpur, Gorakhpur etc.

Source: Department of Tourism, Government of Uttar Pradesh

tourism development activities. This role was to be executed by opening unexplored areas of tourism. Although, the properties were set up from a developmental point of view, the Corporation is now functioning as commercial venture.

TOURIST INFLOW IN UTTAR PRADESH

Uttar Pradesh has become a prominent centre for tourist activities with unlimited possibilities for flourishing tourist industry. Keeping this view, tourism in the state has been recognized as an industry. Interestingly, tourist inflow continues to increase. During 1990-97 tourist inflow in the state increased by 75.52 percent and even higher in case of foreign tourist. During 1997, 776.71 lakh tourists visited state while foreign tourists constituted just 0.92 percent though state has larger share of foreign tourist arrival in India. Importantly, one foreign tourist from every three and one from every four domestic tourists visited to Uttar Pradesh. During 2000, 839.27 lakh tourists visited to state. Out of total tourist's arrival in state, foreign tourists constituted just 1.05 percent. Importantly, during 1984-2000, tourist's arrival in the state increased by 364.81 percent, with higher increase of foreign tourists arrivals (621.31 percent). There has been phenomenon growth of tourist's arrivals in the state of Uttar Pradesh during 2003 to 2011. Tourist's arrival in Uttar Pradesh has increased by 41.41 per cent over the period of 2010-15. However, growth of tourist's arrival in the state was reported higher among domestic tourists as compared to foreign tourists. Tourist's arrival in Uttar Pradesh during 2017 was recorded to be 237.53 million and out of them, 3.55 million tourists were foreigners (Table 2).

Table 2
Tourists Arrivals in Uttar Pradesh

Year	Indian Tourists	Foreign Tourists	Total Tourists
2010	144754977	2324195	147079172
2011	155430364	2639072	158069436
2012	168381276	2989347	171370623
2013	226531091	3205760	229736851
2014	182820108	2909735	185729843
2015	204888457	3104062	207992519
2016	212915811	3785205	216701016
2017	233977620	3556204	237533823

Source: Directorate of Tourism, Uttar Pradesh, 2016.

Importantly, out of total income generated from tourists in the state, more than half income is coming from foreign tourists. With the creation of new state — Uttranchal major tourists attractions, mainly eco-tourism and adventure tourism as well as major pilgrimage centres have saturated to the new state. Thus, Uttar Pradesh is presently facing tourism crisis. Out of total tourists arrival in U.P., Agra (42.63 percent), Faizabad (13.67 percent), Allahabad (12.56 percent) and Varanasi (8.27 percent) regions account for larger shares. With the inclusion of



Chart 1: Tourists Arrivals in Uttar Pradesh

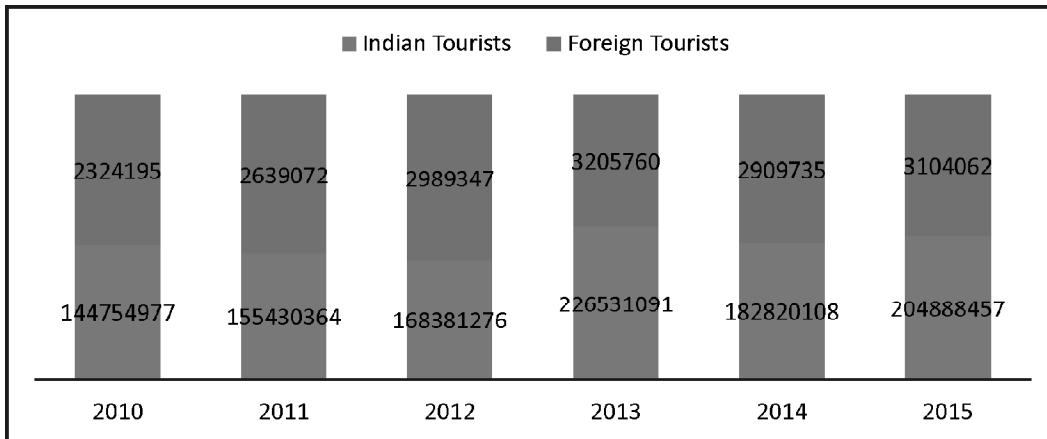


Chart 2: Share of Foreign Tourists in Total Tourists Arrivals in Uttar Pradesh

Haridwar in Uttaranchal, major tourist attraction of state again saturated to new state. Therefore, there is sharp decline in tourist arrival in Haridwar region. In 1998, Agra and Haridwar attracted more or less same number of tourists. During 1998-2001, there is sharp decline of tourist arrival in the state due to decline in Haridwar (- 85.97 percent) and Lucknow (- 34.14 percent) regions. However, in Jhansi (154.22 percent) and Faizabad (64.22 percent) regions, there is significant growth of tourist arrivals. Since survey was conducted in Agra, Jhansi, and Varanasi region, therefore, a brief description of tourist inflow in these areas has been given. During 2001, 7.37 lakh tourists and 286.23 lakh Indian tourists visited Agra circuit. The important places were reported to be Mathura, Govardhan, Radhakund, Soraun, Barsana, Vrindawan, and Agra as far as Indian tourists are concerned. Thus, it is clear that domestic tourists generally visit cultural and historical places rather than visiting Taj and similar monuments. On the other hand, majority of the foreign tourists, visit Agra to view Taj. As is obvious from above table, 56.93 lakh tourists

visited tourist destinations in Varanasi region in 2001. The majority of the Indian tourists i.e. 70.44 percent visited Vindhyachal and Asthabhuja temples while foreign tourists mainly visited Varanasi and Sarnath. Importantly, Mirzapur and Jaunpur are other places where mainly tourists visit destinations. There has been significant growth of tourist arrival in Varanasi. During 1987 and 1999, tourist inflow in the Varanasi grew 12.20 percent per annum. Importantly, out of total tourists arrival in Varanasi, more than 25 percent tourists are foreigners. The excursions of Varanasi such as Sarnath, Jaunpur, Chunar Fort, Surhatal, Asthabhuja, Kalikow, Vindiyachal, Bhadohi, Ghazipur etc. also attract millions of tourists. However, in these places mainly domestic tourists visit. Nevertheless, Ghazipur, Chunar, Jaunpur, Bhadohi, Sarnath like places are also visited by a number of foreign tourists. Importantly, tourist's arrival in Ashthabhuja (290.21 percent), Mir (825.95 percent), and Vindiyachal has shown significant growth during 1990 and 1999. In Bundelkhand circuit, 41.82 lakh tourists visited in 2001. All the major centres in this circuit attract Indian tourists only. The main attractions are Chitrakoot, Jhansi, Mahoba, Charkari, Lalitpur, Kalinjar, Banda, and Rajapur. Thus, it is clear that Uttar Pradesh (including Uttranchal), the land of majestic Himalayas, holy rivers of Ganga and Yamuna, Panoramic hill region, tourist places bearing religious, cultural, historical and natural importance, world famous fairs and festivals organized round the year, present a variety of attractions. The new tourism policy, 1998 also envisage an ambitious target of generating employment opportunities to about 55 lakh persons in next 10 years. It is proposed to increase number of approved hotels, and improve available infrastructure and amenities to facilitate tourists. It also envisages improving the image of state through publicity and marketing of tourist destinations. There has been significant growth of tourist flows in Jhansi and Agra circuits while tourist flows in Lucknow was reported low during the period of 2007-11. It is to be noted that Agra and Varanasi are two important international tourism circuits which attract a large number of foreign tourists while Lucknow and Jhansi circuits offer wide range of historical, cultural and religious tourism attractions .

The recent vigorous focus is to develop integrated village/ rural tourism, to develop and showcase hitherto neglected and forgotten heritage, palaces, monuments and cultural deposits of rural areas, as exclusive destinations. Besides, generating employment potential for the citizens involved in the cottage industry, handicraft, transport, hospitality and recreational business, these village tourism projects will become role- model of tourism growth in the rural areas. Rationalisation of luxury, transport and sales tax are also under consideration for sustained and uniform growth of tourism in the entire north as a group including Uttar Pradesh. To maximize the participation of private sector in tourism and inter- state coordination are two new concepts being tried aggressively by the state for overall growth of tourism and for maximizing prosperity and improve standard of living of society in general.

Region-wise tourist arrival in Uttar Pradesh is shown in Table 3. Agra region constituted more than 30 per cent share in tourist arrivals in the state while

Allahabad region accounted for 20 per cent share in total tourists arrival in the state. Other major regions were reported to be Faizabad, Meerut and Varanasi region. However, there has been higher growth in tourist arrivals in Jhansi region during the period of 2010 to 2015 (269.90 per cent) followed by Bareilly region (247.17 per cent).

Table 3
Region-wise Tourists Arrival in Uttar Pradesh

Region	(In Millions)							
	2010	2011	2012	2013	2014	2015	2016	2017
Agra	39.27	44.40	46.05	46.76	48.05	62.68	63.74	67.69
Jhansi	4.42	12.74	14.38	15.02	15.86	16.35	16.92	19.62
Bareilly	3.18	3.39	6.75	9.80	10.88	11.04	11.63	13.42
Allahabad	39.22	32.55	36.05	86.47	37.14	41.60	42.81	45.50
Varanasi	14.85	15.35	16.10	16.40	16.47	17.06	17.51	18.44
Lucknow	5.00	5.07	5.14	5.71	6.16	5.83	8.23	12.64
Meerut	15.87	16.68	17.32	18.58	19.47	20.36	22.33	23.45
Faizabad	14.69	17.08	18.44	19.72	20.26	21.50	21.80	24.78
Gorakhpur	10.56	10.79	11.13	11.27	11.42	11.56	11.73	11.99
Uttar Pradesh	147.08	158.07	171.37	229.74	185.73	207.99	216.70	237.53

Source: Directorate of Tourism, Uttar Pradesh, 2016.

Hotels and rooms in Uttar Pradesh are shown in Table 4. There were 37 hotels with the capacity of 3876 rooms in state. Out of total hotels, 13 hotels were categorized as Three Star while 9 hotels were Five Star Delux. Room capacity was reported higher among Five Star Delux hotels followed by Five Star Hotels.

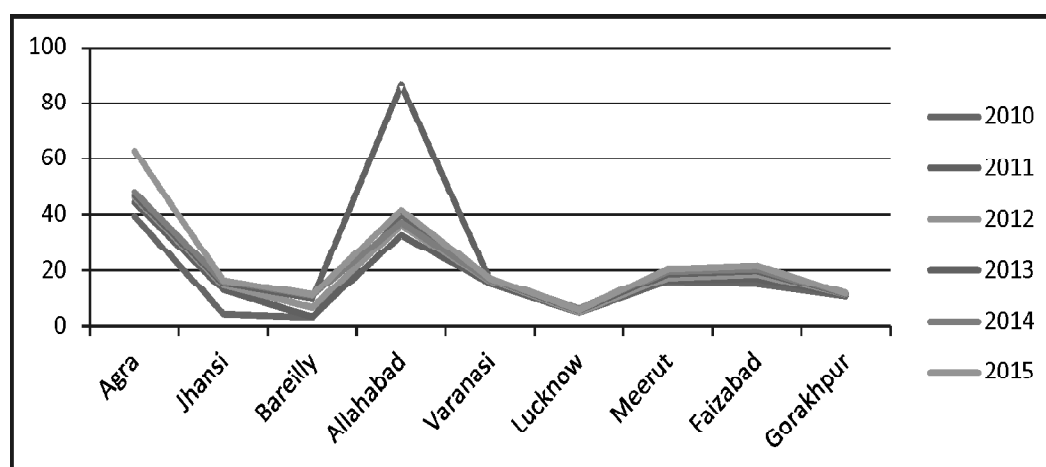


Chart 3: Region-wise Tourists Arrival in Uttar Pradesh

Table 4
Hotels and Rooms in Uttar Pradesh

<i>Category of Hotels</i>	<i>Number of Hotels</i>	<i>Number of Rooms</i>
Five Star Deluxe	9	1598
Five Star	7	1185
Four Star	2	130
Three Star	13	677
Two Star	2	69
One Star	—	—
Apartment Hotel	1	44
Heritage Hotel	—	—
Unclassified Hotels	3	173
Bed and Breakfast Hotels	—	—
Guest House	—	—
Total	37	3876

Source: Directorate of Tourism, Uttar Pradesh, 2016.

Number of projects and amount sanctioned for tourism development in Uttar Pradesh are shown in Table 5. During 11th Five Year Plan, 42 projects worth of Rs. 157.49 crores were sanctioned in the state of Uttar Pradesh. During 2012-2013 to 2014-2015, 52 projects with worth of Rs. 199.25 crores were sanctioned in the state.

Table 5
Number of Projects and Amount Sanctioned for Tourism Development in Uttar Pradesh
(Amount in Rs. Crore)

<i>Particulars</i>	<i>Uttar Pradesh</i>	<i>India</i>
11 th Five Year Plan (2007-08 to 2011-12)		
Number Projects	42	1179
Amount	157.49	4082.10
12 th Five Year Plan 2012-13		
Number Projects	12	165
Amount	34.86	1636.72
2013-14		
Number Projects	26	236
Amount	130.71	1692.22
2014-15		
Number Projects	4	87
Amount	33.68	772.85

Source: India Tourism Statistics, 2014.

Investment in tourism development in Uttar Pradesh has shown 38.88 percent increase during 2016-17 to 2017-18. Out of total budgetary allocations, state sector constituted 80.28 percent during 2016-17 while it constituted 54.88 percent in 2017-18. Expenditure against budgetary allocations accounted for 69.99 percent in 2016-17 and just 3 percent in 2017-18 (Table 6).

Table 6
Budget Provision and Expenditure in Tourism Development in Uttar Pradesh

<i>Particulars</i>	<i>State Sector</i>	<i>District Sector</i>	<i>Share in Central Schemes</i>	<i>Total</i>
(Rs. Lakh)				
2016-17				
Budget	36650.00	500.00	8500.00	45650.00
Approvals	31392.84	499.11	2882.63	34774.58
Expenditure	29618.33	499.11	1836.54	31953.98
Percentage of Expenditure	80.81	99.82	21.60	69.99
2017-18				
Budget	34799.78	500.00	28100.00	63399.78
Approvals	24860.56	-	6444.68	31305.24
Expenditure	859.17	-	6444.68	7303.85
Percentage of Expenditure	2.47	-	22.93	3.00

Source: Deptt. of Tourism Development, Government of Uttar Pradesh

Amount sanctioned under recent initiatives for infrastructure development in tourist destinations for promotion of tourism in the state is shown in table 7. Tourism infrastructure projects sanctioned by Central Government and state government amounted Rs. 126086.22 lakh. Out of it, Matura- Vrindavan (20.45 percent), Gorakhpur (16.69 percent), heritage circuits including 24 sites (14.31 percent), Ramayan circuit-Ayodhya – Faizabad (10.57 percent), and Naimisharanya (9.15 percent) were the main tourist destinations where a large chunk of amount was sanctioned.

Table 7
Recent Initiatives for Infrastructure Development in Tourism Sector in Uttar Pradesh

<i>Serial No.</i>	<i>Tourist Destination / Circuit</i>	<i>Sanctioned amount (Rs. Lakh)</i>
1	Varanasi – Sarnath	9393.24 (7.45%)
2	Mathura- Vrindavan	25783.85 (20.45%)
3	Shrinverpur (Allahabad)	2416.81 (1.92%)
4	Chitrakoot	4528.55 (3.59%)
5	Sravasti	4084.93 (2.24%)
6	Kapilvastu	4095.04 (3.25%)
7	Kushinagar	1817.25 (1.44%)
8	Heritage Circuit (24 Sites)	18045.00 (14.31%)
9	Ramayan Circuit (Ayodhya- Faizabad)	13330.55 (10.57%)
10	Naimisharanya	11543.00 (9.15%)
11	Gorakhpur	21048.00 (16.69%)
12	Garghmukteswar	10000.00 (7.93%)
	Total	126086.22 (100.00)

Source: Deptt. of Tourism Development, Government of Uttar Pradesh

The investment potential through CSR in Uttar Pradesh is shown in Table 8. The state of Uttar Pradesh has also planned to mobilize the resources through CSR for tourism development in the state. Investment potential through CSR was estimated Rs. 2625 crores during 2018 and out of it, 28.76 per cent investment potential was reported in Ayodhya while investment potential in Mathura constituted 20.59 per cent against the investment potential in the state. Allahabad accounted for 19.43 per cent share while Varanasi had share of 12.19 per cent in investment potential through CSR in the state. It is to be noted that state is focusing on development of religious tourist places including Ayodhya, Mathura while there is larger scope for promotion of cultural tourism in Allahabad during Kumbh Fair.

Table 8
Investment Potential through CSR in Uttar Pradesh

<i>Region</i>	<i>(Rs. Crore)</i> <i>Amount</i>
Varanasi	320
Ayodhya	755
Mathura	520
Vindhyachal	120
Naimisharanya	185
Allahabad	510
Chitrakoot	25
Gorakhpur	125
Devipatan	25
Jhansi	40
Total	2625

Source: FICCI, 2018.

CONCLUSION

The above analysis simply demonstrates that Uttar Pradesh has rich and varied cultural heritage and presents great potential for tourism development at regional level. Even further promotion of cultural tourism provide avenues for preservation and conservation of folk arts, culture, traditions, crafts, folk songs, dances, theatre, and folklore etc. However, planned development of cultural tourism and management of cultural events- fairs, festivals, occasions etc. should be ensured so that there may be no distortion of cultural values and damage to socio-cultural fabric. Culture being a sensitive element of tourism, special efforts is needed to protect our cultural values and heritage. The recent vigorous focus is to develop integrated village/ rural tourism, to develop and showcase hitherto neglected and forgotten heritage, palaces, monuments and cultural deposits of rural areas, as exclusive destinations. Besides, generating employment potential for the citizens involved in the cottage industry, handicraft, transport, hospitality and recreational business, these village tourism projects will become role- model of tourism growth in the rural areas. Rationalisation of luxury, transport and sales tax are also under consideration for sustained and uniform growth of tourism in the entire north as a

group including Uttar Pradesh. To maximize the participation of private sector in tourism and inter- state coordination are two new concepts being tried aggressively by the state for overall growth of tourism and for maximizing prosperity and improve standard of living of society in general. The analysis simply demonstrates that Uttar Pradesh has rich and varied cultural heritage and presents great potential for tourism development at regional level. Even further promotion of cultural tourism provide avenues for preservation and conservation of folk arts, culture, traditions, crafts, folk songs, dances, theatre, and folklore etc. However, planned development of cultural tourism and management of cultural events- fairs, festivals, occasions etc. should be ensured so that there may be no distortion of cultural values and damage to socio-cultural fabric. Culture being a sensitive element of tourism, special efforts is needed to protect our cultural values and heritage. The recent vigorous focus is to develop integrated village/ rural tourism, to develop and showcase hitherto neglected and forgotten heritage, palaces, monuments and cultural deposits of rural areas, as exclusive destinations. Besides, generating employment potential for the citizens involved in the cottage industry, handicraft, transport, hospitality and recreational business, these village tourism projects will become role- model of tourism growth in the rural areas. Rationalisation of luxury, transport and sales tax are also under consideration for sustained and uniform growth of tourism in the entire north as a group including Uttar Pradesh. To maximize the participation of private sector in tourism and inter- state coordination are two new concepts being tried aggressively by the state for overall growth of tourism and for maximizing prosperity and improve standard of living of society in general.

References

- Christopher, J. & Holloway (1998), *The Business of Tourism*, Longman, London.
- FICCI (2018), *Inbound Tourism: Decoding Strategies for Next Stage Growth*, FICCI, New Delhi.
- Godfrey, K. & Clarke, J., (2000), *Tourism Development Handbook*, Casell, New York.
- Lundberg, D.E., (1972), *The Tourist Business*, Kahner, Pub. Com. Chichago.
- Mill, R.C. and Morrison, A.M., (1985), *The Tourism Ssystem*, PHI, New Jersy.
- Nelson J.G., Butler R., and Wall G. (1993), *Tourism and Sustainable Development: Monitoring, Planning and Managing*, University of Waterioo, Canada.
- Robinson, H.A., (1976), *A Geography of Tourism*, Macdonald and Evans, London.
- Tewari, S.P. (1994), *Tourism Dimensions*, Atma Ram & Sons, Delhi.
- Wahab, S. (1975), *Tourism Management*, Tourism International Press, London.