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## **“Problems And Prospects Of Tourism Industry In India – With Special Reference To Uttar Pradesh”**

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### **ABSTRACT**

Tourism isn't always simply amusement or entertainment or physical invigoration or intellectual rejuvenation. It additionally serves as a mighty device for getting rid of poverty, for finishing unemployment, for promoting talk amongst civilizations and for imparting channels wherein, streams of various traditions ought to meet and mingle. This study tries to cover numerous traits that why do they arrive and problems faced by them in concern region of Uttar Pradesh tourism in all its viable dimensions specially, the numerous variables which hold on impacting upon it. This paper explores the opportunities of dimensions inside the fields of thematic tourism and attempts to highlight the problems faced by the tourist Uttar Pradesh.

**Keywords:** Tourism, Prospects, Problems, Locations, Excursion.

### **INTRODUCTION**

Tourism is the activity of societies touring to and living in locations outdoor their regular environment for not more than one successive year for rest, business and different commitments not associated with the utility of a motion waged from inside the region stayed. Tourism is journey for pleasing or excursion purposes. The sector Tourism corporation defines tourists as humans who “journey to and stay in locations separate from their traditional environment for not more than one repeated year for excursion, business and different commitments no longer associated with the workout of an activity compensated from within the location stayed”. Tourism has turn out to be a famous global relaxation movement.

### **Prospects Of Tourism In Uttar Pradesh**

Uttar Pradesh is gifted with a different range of excursion/tourism contributions. These are spread through from marvel of the universe “Taj Mahal – Agra” to special artistic and sacred places of unrest such as – “Mathura, Vrindavan, Goverdhan, Awadh, Ayodhya,” etc. The regimen is well-known for: Uttar Pradesh, the regimen which is homesteads twosome

of marvel of the universe “TAJ MAHAL” and a centre of attraction as well for love couples and newly married couples. Uttar Pradesh is home to some critical Hindu explorer focuses of India viz. Krishna Janambhoomi in Mathura, Ram Janambhoomi in Ayodhya, Maa Vin-dhyavasani in Vindyanchal range and so on many others.

Uttar Pradesh is also fond of vital destinations identified with the life of “Lord Buddha viz. Kapilvastu, Sarnath Temple, Shravasti, Kaushambi, Sankisa and Kushinagar”. Uttar Pradesh has aplenty of remarkable natural life particularly in the “Terai” area of “Dudhwa National Park and Pilibhit Tiger Reserve”, that is blessed by means of special botanical and distinguished animals.

“Dudhwa National Park” regarding Uttar Pradesh is the predominant secured region where people can see “one horned rhinoceros” alongside country wide brute tiger. It is additionally the primary vicinity in the nation where people visit to have a look on five types of deers viz., “Sambhar Deer, Swamp Deer, Spotted Deer, Barking Deer and Hog Deer”.

### **Problems of Uttar Pradesh Tourism**

- Lacking bolster framework at vacationer goals Deficient street, rail and air availability to different visitor places Deficient accessibility of inn rooms
- Deficient accessibility of talented work
- Absence of protection of Heritage sites
- Constrained accessibility of affirmed visitor guides
- Badgering of visitors from lowlifes and infamous components Wellbeing of visitors

### **Statement of Problem**

After independence when the rest of the country was engaged in making peaceful economic transformation through successive five year plans, Lucknow & periphery could not avail much of the opportunities for the socio-economic development of the people. For two full decades from 1955-75, there were political unrest, insurgency and social upheavals for which the state could not be able to give considerable attention to the developmental works. The development that took place after 1975 had to suffer from technical incompetence, leakage in financial resources by means of corruption and many other socio-cultural problems. As a result, Lucknow & periphery still remains as one of the backward states of the country.

### **Need For and Importance Of The Study**

Need for making indepth study of Lucknow & periphery arises from certain broader and specific objectives. The Department of Tourism, Government of Lucknow & periphery is responsible for developing tourism potential in the state. Tourism, in turn, is the most

lucrative sector for the beautiful state like Lucknow & periphery in the absence and non-feasibility of other sectors which can contribute to the state's economy.

### **Scope of the Study**

Various definitions, concepts and descriptions of tourism arise from the multidisciplinary nature of the topic. As a relatively new subject area, it has drawn on other disciplines in order to develop theoretical and empirical roots applied to tourism as a phenomenon. The scope of the study has further been realised from the document on "Industrial Policy of Lucknow & periphery, 1995" which gives the priority to the tourism industry in the state.

### **Objectives of the Study**

The broader aim of the research is to have an in depth analysis of the problems and prospects of Tourism Industry in Lucknow & periphery. The specific objectives defined are:

- 1) to discuss the place, people and propensities and analyse the infrastructural facilities available for tourism industry ;
- 2) to review the government policy on Tourism development in the state ;
- 3) to diagnose the major problem areas faced by the tourism industry ;
- 4) to offer appropriate suggestions for the sustainable growth and development of tourism industry in the state.

### **LITERATURE REVIEW**

**Masood H. Siddiqui & Shalini N. Tripathi (2011)**, in their study, "Performance of Tourist Centres in Uttar Pradesh: An Evaluation Using Data Envelopment Analysis", has highlighted the numerous scenery, fascinating fiestas, pulsating ethos, primeval devotion dwellings and viharas which offers tremendous amusements for visitors and also never-ending assortment of attraction towards the state. The study also reveals that which tourist centres in the state are more prominent and which are likely to be taken care of so that they can also bile for future percepts.

**Surabhi Srivastava, (2011)**, in her study "Economic Potential of Tourism: A case study of Agra", has broadcasted tourism in a broadest basic intellect as an industry which not only can help in economic development of the country whereas can lead to provide numerous opportunity of jobs and self-employment for the local ides and others. The study also focuses upon the problems that are being faced by national and international tourists during their visit to Agra and the study also suggests some remedial measures to cope up with the problems like making availability of air transportation for both international and national tourist from other states directly to Agra instead till Delhi or other nearby places from where the visitors have to travel by road or rail transportation.

**Virendra Singh Rawat (2015)**, in his study “UP foreign tourist arrival may cross 2.8 mn by 2017”, has stated that the state is becoming a hub for visitors not only from abroad but also from within the country and also is creating numerous employment opportunities. Besides development of the unexplored areas of the state there is potential for investment in hospitality sector from both public and private sectors and also seize the opportunity to attract revenue by means of indirect and direct tax collections.

**Rashmi Mishra, Kamlesh Kumar Shukla & Ishvinder Singh Ahluwalia (2016)**, in their study “Development and Scope of Tourism Sector in Uttar Pradesh” has stated numerous facts about the enriched and distinctive nature of religious culture and various challenges faced by tourists like under developed infrastructure, improper mobilization due to lack of proper road and rail transportation and other improper connectivity via various modes. The study also highlights numerous potentials of the city to attract tourist from country and worldwide.

**Ravi Bhushan Kumar (2014)** in his article entitled, "Journey Tourism in Kurukshetra (Haryana): A Sustainable Development Approach" has said that tourism is one of the greatest and quickest developing monetary divisions in the worldwide economy and has huge ecological, social, social, and financial impacts, both positive and negative. Journey tourism is one of the pre-essentials of accomplishing maintainable improvement, which can be taken as a solution for overseeing tourism impacts.

## **RESEARCH METHODOLOGY**

The nature of the study is exploratory in nature as it identifies the problems and prospects of tourism in Uttar Pradesh. The study was concise to find out which places are prospects for tourism in Uttar Pradesh the problems faced during tour by the people. Convenient sampling method was used for the study and sampling consisted of visitors of the places. The research will be based on primary data and is exploratory in nature. It is based on **in-depth interviews, Questionnaires and surveys** of customers, executives, hoteliers, front office manager, hotel or restaurant manager, food and beverage manager, chefs, employees of Tourism Industry (about the services rendered), processes followed & facilities provided in the Tourism Industry. With the use of survey it would be easier to gather a wide range of valuable information in the behavior and attitude of customers/hoteliers.

Secondary sources to be referred include library sources, magazines, journals and many publications of the Tourism industry with a view to the following :- The sample technique is proposed as Quota sampling representatives samples e.g. eating points, small hotels, restaurants, clubs, fast food centers etc. During the data analysis researcher proposes to target around 300 customers and 300 effective decision-makers to clubs, hotels, dhabas and restaurants in and around Lucknow City.

## **Analysis of findings and inferences**

The primary data thus obtained would be put through appropriate statistical tests for testing the hypothesis and conclusions drawn, which could be in the form of correlation, regression, factor analysis, multidimensional scaling, Chi square testing etc. The software's which may be useful to the researcher to complete the study are MS Windows (Excel, Word, PowerPoint etc.), SPSS, Graphs and research methodology testing tools for calculation of mathematical notations.

## **KEY ISSUES IN TOURISM SECTOR IN INDIA**

### **Training and Skill Development**

Travel and tourism sector in India includes employees such as inbound tour operators, travel agents, tourist transport operators, adventure tour operators and domestic tour operators in the travel trade segment and those employed in hotels and restaurants in various functions of front office, F&B and housekeeping among others. While the tourism sector in India is targeted to grow at an annual rate of 12 per cent during 2011-2016, adequate training and skill development infrastructure and hence availability of trained manpower has not kept pace with growth. This has led to an existing as well as forecasted shortfall of trained manpower in various segments of tourism sector in India. The hospitality sector alone witnessed a shortfall of 0.5 million employees during 2011-2012 which is expected to rise to 0.8 million by 2017 and 1.1 million by 2022 as per the target growth levels. There exists a forecasted requirement of around 2.8 million employees for restaurants, 4.1 million employees for hotels and 0.3 million employees for the travel trade segment by 2022 resulting in an incremental requirement of a total of 2.7 million employees for the tourism sector as compared to 2012 employment figures. An assessment of the training infrastructure estimates a total of 337 training institutes in the Hospitality sector and 101 travel and tour institutes offering courses related to ticketing and tourism as in March 2010 which appears to be significantly low.

### **Safety and Security of Tourists**

Safety and security of tourists is of paramount importance in any country as it majorly impacts the inflow of foreign tourists in the country. Domestic tourist movements are impacted in states and tourist locations where tourists consider a threat to their safety and security. It holds special significance for India which has been ranked at a low level of 74 amongst 140 global economies on safety and security parameters as per the World Economic Forum's Travel and Tourism Competitiveness Report 2013. Government has made concerted efforts towards increasing the safety and security of tourists in India. One of the main efforts in this direction includes setting up of a special tourist police. Following Kochi in Kerala where the first tourist police station in the country was set up in 2010, several other states such as Andhra Pradesh, Delhi, Goa, Himachal Pradesh, Jammu and

Kashmir, Karnataka, Kerala, Maharashtra, Madhya Pradesh, Odisha, Punjab, Rajasthan, and Uttar Pradesh have deployed Tourist Police in one form or the other.

The Ministry of Tourism has launched a sensitization campaign, 'I respect women', with an aim to raise awareness about the need for sensitive behavior towards women and to provide greater security.

### **Healthcare for Tourists**

There is a significant need for improvement in ensuring sound health of tourists in India especially considering the low rank of 109 for India in terms of health and hygiene standards as compared for 140 world economies. Indicative parameters reveal dismal results.

In addition, several precautionary measures may be taken in order to avoid instances of tourist illness in the country by:

1. Providing information on important vaccinations.
2. Increasing awareness on importance of consuming food and water from organized vendors with clean and hygienic premises.
3. Timely and transparent communication of travel advisories in situations of disease outbreaks.
4. Careful screening of tourists at airports for any kind of existing disease/infection

### **Infrastructure**

As per the World Economic Forum's Travel and Tourism Competitiveness Report 2013 for 140 world economies, India's air transport infrastructure, ground transport infrastructure and tourism infrastructure have been ranked 39, 42 and 95 respectively indicating considerable scope for improvement.

#### **Air Transport Infrastructure**

While the overall airport infrastructure in India is ranked well, quality of infrastructure, airport density per million population and number of departures along with rising airfares are a cause of concern.

#### **Rail Transport Infrastructure**

India enjoys good quality rail infrastructure, however there is scope for state wise improvement.

#### **Road Transport Infrastructure**

While India is ranked high (30) in terms of road density per million populations, quality of roads is unsatisfactory especially in rural areas.

## **Distinctiveness and Prospects of Uttar Pradesh**

With an estimated area of approximately 2,40,900 km.<sup>2</sup>, Uttar Pradesh state is 4th largest in India and is densely inhabited population of over 199 million. The state is artistic with a numerous variety of travel industry contributions. Which includes, marvel of the global (One of the wonderer of World situate in Agra famously called as Taj Mahal to exceptional traditions and holy hot-spots like pilgrimage centre Ayodhya (the birth place of Lord Ram), the cultural capital of India – Varanasi previously known as Benaras and Kashi, Brijbhoomi now known as Braj (the birth place of Lord Krishna) with composition of Goverdhan, Mathura & Vrindavan. Uttar Pradesh is also domestic to a few key pilgrimage centers of Hindu mythology viz. Ayodhya - The birth place of Lord Ram, Mathura

The birth place of Lord Krishna, The “confluence” of 3 rivers - Allahabad, Sangam River also known as Triveni, one of the earliest living cities and famous as Kashi – the ultimate pilgrimage place of Hindus, Varanasi and the most holiest and special shaktipeeths of Goddess Durga, famously called as Vindhyavasani Maa – the Vindhyachal. A few essential locations linked with the lifestyles of the founder of Buddhist religion - Lord Gautam Buddha viz. the ancient capital of Sakya Clan - Kapilvastu, one of the four most pilgrimage place for Buddhist religion called as Sarnath, the land of ancient walls and one of the eight holy pilgrimage of Buddhist known as Shravasti, the world famous fertile soil for Surkha Guava known as Kaushambi, the land where Lord Buddha descended from heaven via gold ladder known as Sankisa and the land of site where the Lord Gautam Buddha rest his soul Kushinagar are also placed in the state of Uttar Pradesh.

The state has an excess of precise environment particularly inside the region of Terai of Tiger Reserve – Pilibhit & the National Park Dudhwa which is enriched with distinctive biodiversity of fauna and flora. The Park is one of the cozy locations wherein any person could get to see the National animal – Tiger along with one-horned Rhinoceros. It's also the most effective location in which you actually can see five types of deer species viz., Swamp Deer, Sambhar Deer, Hog Deer, Spotted Deer, and Barking Deer. As the Uttar Pradesh tradition Arc has been added by department of Tourism, it's attaining appreciation from all-round India. Varanasi, Agra and Lucknow - the three most essential tourist hubs are attached in department of Tourism of India. It's miles certain to boom travel industry/tourism industry because it wraps the actual soul of the State, through imparting a extent of traditions, non secular & historical past travel/tourism property. Other than Arc of heritage Circuit, Uttar Pradesh has a few thrilling and capability circuits and trails of tourism, which include Pilgrimage & Buddhist Circuit – “Sangam – Kashi, Vrindavan – Mathura, Vindhyachal – Allahabad, trail of Ayodhya, Sufi trail – Deva Sharif - Lucknow; Taj Nature excursion,

historical past excursion of Agra, Rhino & Tiger Circuit – Dudhwa national Park”, and so forth. The delicacies of the state are simply as numerous as its topography. The primary genus of the state is Awadhi which is famous for its gradual hearth cooked meals known as Dumpukht. The state is likewise domestic to wealthy fabrics, dexterities, drama/dance & heritage of choir including to the beauty of travel/tourism industry offerings inside it.

### **Problems faced by Tourists/Visitors in Uttar Pradesh**

- Insufficient assist road and rail network at tourist locations
- Insufficient avenue, connectivity via air and rail to numerous traveler locations
- Derisory of rooms availability in hotels
- Derisory of trained workers
- Inappropriate facility of featured food outlets with proper hygiene and quality restaurants at locations
- Improper and untidy public toilets at tourist locations
- Improper maintenance of tourist sites basically in religious destinations
- Heritage sites lack proper conservation system
- Dirty and untidy surroundings at tourist location
- Lack of proper management at National Parks
- Poor waste management system
- Lack of activities in places of national importance
- Poor management of museums
- Lack of safety measurement for tourists
- Inadequacy of certified and trained guides
- Poor advertisement and publicity of tourism
- Lack of tourist reception centers
- Poor health care facilities

### **CONCLUSION**

The tourism and travel industry has come forward as the biggest & quickest developing economic zone internationally. The worldwide employment and GDP has expanded drastically via its contribution. The Indian tourism enterprise has emerged as one of the key drivers of boom among the services area in India. Tourism in India is a sun rise enterprise, an employment generator, a huge source of forex for the country and a financial activity that enables nearby and host groups. India is a tourism product that's exceptional in its splendor, distinctiveness, wealthy lifestyle and history has been aggressively pursuing the advertising of tourism both across the world as

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well as inside the domestic marketplace. With growing visitor inflows during a few previous years, it is an enormous donor to economic system of India as well.

Growing profits ranges and shifting standard of livings, improvement in various services of tourism and regulatory & policy assist through authorities are playing a crucial position in giving shape to the tour and travel region within the country. Nevertheless, the segment is going through demanding situations including lack of suitable first-class tourism infrastructure, international issues concerning health and protection of travelers, disparate passenger/avenue tax systems throughout numerous states and underperformance of properly skilled and accomplished human resource. Whilst numerous programmes and tactics have by now been worked out for dealing those demanding situations, a hit implementation might be essential to boost up expansion. Rigorous hard works via all collaborators which includes non-public region, the central and state governments and the group of people at huge are applicable for unceasing improvement & upkeep of the tour and travel industry segment within India.

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