A STUDY OF PERFORMANCE OF TOURISM INDUSTRY OF UTTAR PRADESH

ABSTRACT
OF THE THESIS
SUBMITTED FOR THE AWARD OF THE DEGREE OF
Doctor of Philosophy
IN
COMMERCE
Submitted By
MD. NAZIR HUSSAIN

UNDER THE SUPERVISION OF
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DEPARTMENT OF COMMERCE
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ABSTRACT

Tourism is essentially a twentieth century phenomenon. In early times indeed merchants, missionaries, and explorers travelled long distance by land and sea in pursuit of their vocations and missions. But today, travelling designated as tourism is undertaken by literate masses for acquiring knowledge of how others live and what the different countries look like. It is an exciting hobby. Ours is not a monotonous globe. The natural and geographical, the political, economic and cultural variances are immense. It is this wide and fascinating canvas that attracts the tourists to make their acquaintance of other parts of the world and its native inhabitants. It is undertaken mainly out of curiosity, enhancing ones knowledge and experience and thereby deriving satisfaction and joy. Business could also be combined with it, if so required.

Tourism is essentially the temporary movement of people for holiday to destinations outside their normal place of residence or work. It differs from migration, which is a permanent shift of residence.

Strictly speaking the conventional type of pilgrimage (religious) does not qualify to be called tourism but in India the distinction is being overlooked, because of its scale and also because Indian tourists often include religious places and festivals in their itinerary. However, the Indian tourist industry
(private sector) caters to the foreign and domestic tourism and not the pilgrims who come within the purview of the public sector.

It may also be underlined that to-day tourism has assumed a global character. Domestic tourism, that is within the confines of the home country, is being speedily over shadowed by international (global) tourism. This is particularly so in the case of foreign tourists. However, Indian tourists have more recently tended to embark on global tourism, which is possible only in the case of the very rich. Or, when business trips abroad also take in 'sight seeing' in the visited country or countries. Global tourism has picked up because of present day travel facilities, particularly by air.

Thus, tourism includes both domestic and international (foreign) tourism. Like wise, tourists include both domestic and foreign tourists. The Indian tourism industry caters to both domestic and foreign tourism but it is the foreign tourist, who receives more particular attention for obvious reasons. The tide of foreign tourists the world over is rapidly rising and the Orient is their main venue. India wants to take advantage of the rising tide and is in fact eager to increase its share of the global tourist traffic. It is both economically rewarding and stimulates a national pride because of our immense quality tourism potential. Uttar Pradesh stands out as a tourist’s paradise.

Global tourism tends to bring people resident in different countries and climes, far and near, together to share their
respective gifts of nature, flora and fauna, historic monuments, architecture, arts and crafts, varied customs and cultures, festivals, novel delectable cuisine and styles of living. While the differences are noticed, what amazes the foreign tourists is how much there is also common between different linguistic, racial, religious, cultural groups and in respect of economic and political aspirations. This tends to make one feel that despite variations in outward expression the underlying sentiments are virtually the same. Mankind is essentially one human race and the world a big 'Global Village'. Today's tourist is not a mere globe trotter. He is a potential World Citizen in the making.

Frankly speaking, India's sole interest in promoting tourism does not arise from an emotional pride in presenting to the foreign tourist a 'show piece'. This is incidental. The principal motive is earning much valued foreign exchange. Tourism today is a major source of foreign exchange almost outstripping the traditional sources of precious stones and jewellery and ready made clothes.

While this may be true. It is not a matter of mere wishful thinking. India has taken to promoting tourism seriously both at the centres and state levels. The initiative was obviously taken by the centre. The Central ministers are actively participating in promoting tourism to the extent of their respective compulsive involvement, the stress being on widespread publicity to attract foreign tourists and minimizing bureaucratic routine procedures and formalities on their arrival. One must not fail to mention
the specific role of the Archaeological Survey of India (as also State Archaeological Departments) in ensuring proper maintenance and professional site management of important tourist attractions. This apart, the Central Government is simultaneously playing an active role in providing infrastructure, such as adequate and appropriate accommodation and travel facilities particularly by rail and air. While the role of the Centre is crucial, the main responsibility in tourism promotion falls on the shoulders of the state governments. Here we are concerned with the specific role played by the state of Uttar Pradesh.

Before we embark on the task of detailing and critically evaluating the role of tourism promotion in Uttar Pradesh, attention may be drawn to a matter of all India interest. There is apparently considerable international competition, particularly amongst Asian countries, in promoting tourism and attracting progressively more foreign tourists. The point to note is that the outlays set aside for tourism promotion is relatively larger in the case of several Far East Third World countries compared to India and what is even more striking is that the cost of various services extended to foreign tourists is also relatively cheaper. These aspects need to be taken seriously.

When a foreign tourist contemplates a visit to the East he or she invariably dreams of seeing the incomparable Taj Mahal, one of the Seven Wonders of the World. The Taj Mahal happens to be located at Agra on the bank of the river Yamuna in India's
Uttar Pradesh. But Uttar Pradesh has many tourist attractions besides the Taj Mahal.

The majestic Himalayas in the north, the unique multi-river system covering the whole of the Gangetic plane from west to east. The rich and abundant flora and fauna, the historical architectural mausoleums and monuments, and the innumerable holy places. Uttar Pradesh is the birth place of age old Hinduism, Buddhism and Jainism. It is also the venue of the famous Hindu mythologies, the Ramayana and Mahabharata. Uttar Pradesh continues to present till this day its ancient spectacular religious rituals, fairs and festivals. It is the centre of classical music and dance. It was also the adopted home of the Great Moghul rulers and their sophisticated culture which still survives. Uttar Pradesh is a virtual paradise for eco tourism and adventure tourism because of its natural assets.

From the tourist point of view Uttar Pradesh has been divided into nine tourism Circuits, each with its own characteristic features (described in detail in chapter 4 and select features in Chapter 5).

The approach to tourism promotion in Uttar Pradesh is highly commendable and appropriate. Publicity has been given the highest initial priority, as also a sustained one. This has been simultaneously followed up by duly pruning up of existing centres of tourist interest and also providing new attractions. Also, special programmes (Mahotsavas) have been devised and put in to effect to woo tourists in anticipation of
their possible predilections and also exposing them to new vistas. Priority attention has been given to the provision of all essential infrastructural facilities encompassing hotel accommodation to suit all pockets and road, rail, river and air travel facilities in conjunction with the Central Government. Adequate measures have also been taken for the safety and protection against exploitation of tourists, specially foreigners. While the tourist programmes are largely on conventional lines attention may also be drawn to Uttar Pradesh’s innovative approach as evident from the novel ‘Visit Your Roots’ Scheme described at the end of chapter 3.

The private sector has been appropriately roped in for the promotion of tourism in the state and assumes active participation in providing the required infrastructure and assuming the responsibility of organizing guided tours, while the state offers, inter alia, ‘tourist packages’ and specially designed and organized various Mahotsavas refered to in Chapter 5.

Uttar Pradesh’s official policy was consistent with that of the Central Government which had declared tourism as an Industry and sought the cooperation of the private sector, which was readily forthcoming. Various tax concessions had been announced to make the private ventures more viable. Financial assistance was also extended to the private sector. In turn, central financial assistance has been accorded to the state, as in the case of the other states.
Uttar Pradesh had also bagged the largest number of foreign tourists visiting India. Its outlay on tourism has also been the highest. Its diverse targets for the future are indeed ambitious and inspiring and one would wish Uttar Pradesh every success in achieving them.

For its appropriate approach and outstanding achievements, it is no surprise that Uttar Pradesh had been, as early as 1997-1998, bestowed the ‘Best Performing Tourism State Award’.

Success in diverse directions has indeed been achieved in Uttar Pradesh. Nevertheless, there remains much to be achieved considering the expected rise in the inflow of foreign tourists in particular. This is undoubtedly achievable in view of Uttar Pradesh’s policy approach, its natural and historical potential and the performance so far. To reach the pinnacle will take time, money and dedication. The potential is there for sure and the state does not lack the enthusiasm or the knowhow. The manner in which tourism programmes are being implemented it inspires optimism. Nevertheless, over confidence is not justified because there remains much to be achieved to provide the necessary infrastructure to meet the anticipated needs of the expected growing inflow of foreign tourists. Domestic tourism may also pick up.

To conclude, there are many features of the Indian panorama that will greatly impress the foreign visitor or tourist but there are also features that may shock him, for example,
defecating in public, religious intolerance accompanied by barbaric violence and mass poverty.

Attention has already been drawn to the shortcomings of our tourist promotion programmes in chapter 5. To recall it needs to be emphasised that compared to our sister nations in East Asia, our outlays on tourism is significantly less. Outlays have to be stepped up to provide the anticipated arrival of foreign tourist in larger numbers, as well as the likely increase of domestic tourists. The infrastructure programmes (residence, that is, rooms and other associated facilities and transport) are needed to be stepped up and expedited. The quality of the services have also to be improved speedily to keep up with international standards.

Another major factor to be kept well in mind is that the services offered to tourist by East Asia Countries is much cheaper than what prevails here. This is noteworthy because the quality of service offered by them is also superior.

These aspects are to be borne in mind not only by the Uttar Pradesh Government but by all Indian States and the Central Government.

Expansion of essential facilities and of high quality conforming to international standards and at comparatively cheaper rates will enable us to successfully compete against other nations in attracting more tourists and increasing our world share of tourism. At the same time, enhancing foreign exchange earnings and employment opportunities.
Chapter 5 Identifies the problems of tourism in Uttar Pradesh. This chapter is based on the results of the survey conducted with regard to:

(a) Problems and difficulties faced by the tourism in Uttar Pradesh such as theft, sanitation, lack of water supply facilities, high coolies rates, parking problems, lack of local transport, lack of lifts and ropeways and enbehaviour of shopkeepers lack of professionalism, unhygienic condition, lack of easily accessible information, lack of safety, poor visitor experience, restrictive air transport policy, multiplicity of taxes and the low priority accorded to tourism;

(b) The problems of tourism agencies/department such as lack of qualified trained staff, dissatisfaction among employees, political appointment of chairman etc;

(c) Difficulties of the local people due to tourism such as high price level during tourism season, high price level during tourist season, high cost of land, lack of training courses to people etc., and

(d) Problems of general nature of tourism such as lack of finance and lack of transportation facilities etc.
Suggestions

The problems identified by the study can be overcome through concerted effort of the Central and State Governments. A number of suggestions have been offered in the last chapter and a few of them being important are noteworthy hereto below.

1. The functioning of Uttar Pradesh Tourism Development Corporation though satisfactory to a great extent, yet it needs improvement in respect of the following:

(a) The members of the Board of Directors, should have relevant qualification and experience in the field of business/tourism management, etc.

(b) Uttar Pradesh Tourism Development Corporation should exercise proper control on the operating costs so that the losses be reduced and additional profits could be utilized to meet the long term demands of the undertaking.

(c) The Uttar Pradesh Tourism Development Corporation publicity wing which publishes tourism material and advertisement in various newspapers and periodicals should be strengthened in active co-operation with the Department of Tourism.

(d) Professional approach should be introduced while providing the training to its employees.
Professionalists should be asked to impart training to the employees in different field and training programmes should be properly reviewed from time to time, and

(e) Seminars and refresher courses should be conducted for Uttar Pradesh Tourism Development Corporation employees at frequent intervals giving them up-to-date knowledge with regard to professional ethics of newly emerging mass tourism.

2. The facilitation services in the country are quite inadequate. The poor airport facilities are a constraint in the development of tourism. The airport infrastructure services need to be improved and modernized. The Ministry of External Affairs and the Ministry of Home Affairs can consider liberalisation of the system for issue of visa/permit streamlining the process of migration/customs clearance. Prevention of touting and misleading of tourists are also essential.

3. A multiplicity of taxes exists in the tourism sector. The quantum of taxes also varies from place to place. This creates hurdle in packaging of the tourism product and is also irksome to the tourists; it makes the product expensive as well. Uniformity in taxes on tourist transport should be adopted to facilitate free flow of tourist traffic across the State borders.
4. To make effective use of the resources for overseas publicity, the application of information technology needs to be promoted in the sector. It may be advantageous to strengthen the Government of India Tourist Offices overseas and in addition promote publicity through the Internet and television.

5. In spite of the significant role of tourism in employment generation and socio-economic development in the country, tourism has not attracted the desired priority. It is necessary to focus attention on the potential role of tourism as an effective instrument of employment generation, particularly in backward areas.

6. Tourism organizations all over the world are constantly trying to persuade Governments to increase outlays money on tourism. China spends about 3.8 percent of its budget, Malaysia 5.1 percent, Singapore 9.1 percent and Nepal 12 percent but in the case of India, according to WTTC, it is only about 0.9 percent and according to the Planning Commissions it is merely 0.1 percent. In any case the Government of India should enhance its budget allocation for tourism development.

7. Local people in the rural areas should be encouraged to participate in tourism related projects, which may preferably be formulated by the tourist official in consultation with locals and NGOs.
8. While the image of India in the knowledgeable circles is adequate but we have to build an international communication to market India as a safe tourist destination to counter adverse publicity.

9. We also need to create a better infrastructure in terms of domestic flights, road transport, railway transport availabilities and maintain its quality all over the country. For example the Railway tracks are needed from Harpalpur and Satna via Mahoba to connect Varanasi with Khajuraho and for Jhansi Agra-Delhi as the roads are not motorable to drive from Agra to Jhansi- Khajarahro; entrance fees for the monuments must be reduced by at least 50% to make it more attractive for tourists. Also the LTC for the Government employees should be reintroduced.

In the end, it may be emphasised that tourism is not only an industry, foreign exchange earner, but it also takes the massage of our seers, the characters of our culture and the hospitality of our people to different countries the world over.
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Certificate

This is to certify that the thesis entitled 'A Study of Performance of Tourism Industry of Uttar Pradesh', which is being submitted by Mr. Md. Nazir Hussain for the award of the degree of Doctor of Philosophy in Commerce to Aligarh Muslim University, Aligarh, is an original record of his own research work carried out by him under my supervision and guidance. The work, in my opinion, meets the research standard and is suitable for submission. To the best of my knowledge, the matter embodied in this thesis has not been submitted to any other institution for the award of any degree or diploma.

Prof. M. Mushtaque Ahmad
(Supervisor)
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(MD. NAZIR HUSSAIN)
Introduction

*Do they not look at the earth how many noble things of all kinds we have produced therein?*

26 (Shu 'araa) : 7

*Al-Quran*

*Travel through the earth and see how God did originate creation.*

29 (Ankabut) : 20

*Al-Quran*

Tourism, as we understand it today, is essentially a twentieth century phenomenon, particularly after World War-II. In India too it emerged coincidentally with Independence (1947) as the country of the land of Gandhi and Nehru and of the Taj Mahal at Agra, which is one of the seven 'Wonders of the World'. To the foreigner India was curiously different but a fascinating part of the globe. Its people, its leaders, its natural gifts, its ancient heritage aroused the interest of the foreigners. Even the 'natives of India' took to tourism in its modern version perhaps as the result of Nehru's "Discovery of India'. Soon thereafter tourism became a 'vital' sector of the economy as it turned out to be a major source.
of foreign exchange earnings. Not merely that, it also provided new avenues of financial investment to the venturesome private business entrepreneur and lucrative returns to his investment and business classes in general. Further, it provided new opportunities of employment to the literate sections and the illiterate labour force.

The scenario of tourism in India was initially hazy, fragmentary, and even confusing. The dominance of religion in India was the distinguishing characteristic of the country and the institution of 'pilgrimage' an intimate and inalienable feature. The issue that emerges to the surface is whether 'pilgrimage' comes under the purview of tourism as we understand it to-day. Pilgrimage has been in vogue on a mass scale in India since of old. Pilgrimage is essentially a religious act. But to-day the distinction is tending to get somewhat blurred. The educated Indian is progressively taking to tourism in its modern conceptualization. But it is no surprise that this class often includes visits to places of religious importance too in its tourism programme. Nevertheless, mass scale pilgrimage on special holy days could not be strictly reckoned as tourism in the modern conceptualization. However, we cannot make a fetish of the distinction because it is tending to break down at
least in the case of the literate section who tend to include religious location in their tour itinerary. It may not be irrelevant to draw attention to the institution of pilgrimage (Haj) in the case of Indian Muslims. It is a well known feature that they besides performing Haj also do much 'shopping' on the side. This is particularly so when performing Umra, the 'lesser' Haj at any time other than the time of the main Haj to Mecca. Umra is in general combined with business and/or visits to relatives and friends in the neighbourhood like Pakistan. The sharp distinction between Haj, a religious act, and tourism in the conventional sense can not therefore be strictly made, specially in the case of Umra.

Coming back to India, whether in one manner or the other pilgrimage should receive the same concern as modern tourism? Because of its scale it cannot be ignored and calls for amelioration of the conditions that normally prevail in the case of mass pilgrimage. Adequate attention must be given to the welfare of the pilgrims - accommodation, sanitary conditions and movements from place to place, even if we do not reckon them as tourists in the modern sense. But if we give importance to the all round welfare of the foreign and Indian tourists, why not give serious attention to the welfare of the class of
conventional pilgrims? I, for one, feel this to be equally pertinent. It is, however, conceded that the facilities required by the modern tourists and the conventional pilgrims are markedly different. It is heartening to note that Uttar Pradesh has officially accepted this approach. Also, the Government of India has been providing air flights at subsidized rates to Indian Muslims intending to participate in the Annual Haj at Mecca.

It may be added that often foreign tourists include religious centres in their tourist programme possibly during special festival occasions.

This said and done, the question arises as to why the present thesis is apparently confined to Uttar Pradesh as betrayed by the title of this thesis. Frankly there is no particular reason why Uttar Pradesh was selected though Uttar Pradesh is of outstanding importance from the tourism point of view. In the present thesis attention has been given to Uttar Pradesh in the background of global and Indian tourist industry.

The present thesis gives prior attention to the emergence of global tourism followed by the Indian tourism scenario. Tourism in Uttar Pradesh is given detailed treatment, ending with a critical evaluation of the performance of the tourist industry in that state.
It needs to be emphasized that Uttar Pradesh tourism is an integral part of a global phenomena and its evaluation must be made in the light of the global movement and the range and achievements in India as a whole. It has therefore been necessary to present the global picture and Indian scenario at some length as a backdrop to the evaluation of the Uttar Pradesh tourism programme, achievements, limitations and shortcomings.

**Review of Literature**

The hill districts of Uttar Pradesh have been governed by the British rulers and Maharajas of different States. Certain centres were spotted by different persons such as Mussoorie by Captain Young (1827), Almora by Bishon Chand (Ruler of Chand dynasty- 1560), and Nainital by East India Government officials (1841).

For the first time in 1907, F. M. Sandwith in his book 'Hill Stations and Health Resorts in British Tropics' explained the potentiality of hill stations of British tropics and its salient features. After a big gap, Mary shaw's (1944) article 'Some South Indian Hill Stations' was published in the form of pioneer work on hill stations. In 19th Century, Atkinson's 'The Himalayan Districts of North-Western Provinces of India' (1882-84) provided a scientific knowledge of various aspects of Himalaya viz., geology, geography, historical background, socio-cultural aspects etc. Important information about 'Coastal Recreation and Holidays' was also published in 1969 by
countryside Commission, H.M.S.O. Just in the same year, M. Peters (1969) published an important book ‘International Tourism’ to provide a new approach for the study of tourism and hill resorts. A book entitled ‘Geography of Tourism’ was written by Robinson (1976) which provides a scientific study on geography of tourism and its evolution in different landscapes.

these are the some of the main sources for the study of geographical analysis of tourism in the Kumaon region.

In this field, T.V. Singh has attempted lucidly to analyse the relationship of geography and Tourism in his book ‘Tourism and Tourist Industry in U.P’. (1975-originally entitled the Geographical Basis of Tourist Industry in U.P.) He has also done a lot of pioneer research work to provide a new approaches for the specific study of tourism. Some of them are ‘U.P. Tourism: Retrospects and Prospects, ‘Prospects of Tourism Promotion in U.P. Himalaya (1977), ‘Tourism in Himalaya: Some Experiences in Tourism Ecology’ (1980) and ‘Opening Garhwal for Tourism : Towards Research Based Planned Development’ which provides a clear concept of tourism and pilgrimage in U.P. Himalaya. His article ‘Corbett National Park : Study Impact of Tourism and Development Activities’ (1980), and a book Studies in Tourism, wildlife Parks and Conservation’ (1981) provides a lot of material on tourism developments. Simultaneously, some periodicals on Travel and Tourism are also available. Singh’s journal ‘Tourism Recreation Research’ has become a boon for the further scientific study of tourism and recreational geography. At the same time, Arora (1971) has also tried to consider the role of tourist industry in Kumaon region through his Ph.D. work.
Recently, Nutan Tyagi (1982) has also attempted the ‘Geographical Study of Hill Resorts of U.P. Himalaya’ in her research work. Chakraborty, B. K. (A Technical Guide to Hotel Operation 1981) conducted the study on management in hotels, sanitation, safety and security in hotels. His study summed up as under:

Hotel-keeping is an international industry. In India, we have been operating the hotel business more or less in the Western style particularly in the American style in the recent time. Inspite of rapid growth in the hotel business in India only about 36,000 hotels, rooms of approved quality are now available and by 1990 our need will be around 60,000 rooms for an estimated 25 million tourists from abroad. Thus, in addition to hotels, yatrikas and yatrinivas will also be opened to the tourists in next few years. Indeed, 3/4th of hotels all over the country have less than 25 rooms and are in the hands of smaller operators which means that hotel keeping still has a strongly individualistic style.

Koul, R.N. (Dynamics of Tourism, A trilogy. Vol. I. The phenomenon, 1985) analyzed the role of state in tourism its objectives and policies, the functions of national tourism organisations and development of relevant international tourism
organisations. Koul, R.N. (Dynamic of Tourism, A Trilogy. Vol. 2. The accommodation, 1985) evaluated the role of accommodation in inducing and expanding tourism from historical perspective. It is observed that in ancient time, Indian Villages had clubrooms and halls which served as rest houses for travellers and as centres of social life. Later the place of these halls was taken by the village temples. Koul, R.N. (Dynamic of Tourism, A Trilogy. Vol. 3. Transportation, 1985) also conducted the study on role of transportation and marketing in tourism discussing the basic principle of travel management.

Jayal, N. D. and Motwani, Mohan (Conservation, Tourism and mountaineering in the Himalayas, 1986) in their study observed: Himalayan tourism means tourism traffic both domestic as well as international, to the Himalayas. The new traveller in Himalays is often a seasoned traveller who has visited many countries and knows how to get about comfortably in Asia. Leh, Srinagar, Manali, Darjeeling, Kathmandu, Pokharo Namchebazar, Lhasa, Gilgit and Skardu are no longer unpronounceable names on an unobtainable map, but they are on the list of must see, places in the World Atlas of adventure.
It was seen that for reasons of security, foreign tourism are not permitted to visit the remote mountain areas.

Negi, Jagmohan (Tourism Development and Resource Conservation, 1987) conducted the study of financial and cost control techniques in hotel and catering industry. The main issues discussed are as follow: determination of room rates and price structure of various products may be considered in two different settings: existing hotel and hotel yet to be opened. There is no relationship between the price level of a hotel room or food and beverage operation and its volume of sales. Although the volume of sale will, in the majority of cases, fluctuate from one day to another and often shows a seasonal trend, the volume of sale in respect to longer period will generally be higher when the price level of establishment is lower and vice-versa.

Determination of room rates depends upon different factors like: location of the hotel, location of room within the hotel, various amenities provided in the hotel the average occupancy of the hotel, type of patronage, capital investment cost, availability of non-revenue services and seasonality of business competition on elasticity of demand.
Gupta, V. K. (Tourism in India, 1987) has conducted an indepth study on tourism potential in Northern, Western, Central, Southern and Eastern India as well as Islands. It is pointed out that the tourism in India has been developed rapidly in a wellplanned manner since independence. Old monuments are being maintained nicely and properly. They have been located and have been illuminated in colourful given their original shape. Many picnic spots have been manner so as to attract tourists and give them amusement in proper way. The tourism departments of the states have also spent a large amount on the places of interest to give more comfort to the tourists With modern amenities and comfort for their stay, apart from hotel, tourist cottage, bungalow, huts and rest houses have been built. Transport facilities have also been extended. Now there is no difficulty in reaching from one place to other. Air, Railway and road service are easily available in the important cities of the India.

In a study on socio-economic and eco-environmental impact of tourism in the developing countries by Negi, Jagmohan (Tourism and Travel Concepts and Principle, 1990) it is highlighted that tourism is an economic and industrial activity in which many individual, firms, corporations,
organizations and associations are engaged and is direct concern to many others. It is economically important as it provides a source of income, it provides employment, it bring in infrastructural improvement and it may help in regional development. In India, tourism has emerged as the single largest net earner of foreign exchange. It is a high employment sector.

Chopra, Suhita (Tourism and Development in India, 1991) conducted the study on potential of tourism in Khajuraho a remote tourist resort in Madhya Pradesh. She has emphasised economic, social, physical and cultural impact on tourism in Khajuraho, Main ideas of her study are as under: The finding on economic impact show that tourism has opened new employment opportunities in Khajuraho. Labour intensive the distributive effects of tourism have been selectively in favour of rich in comparison of some of the lower castes.

There are ostensible signs, in Khajuraho, of a tourism dominated economy. Seasonality of tourist trade, competition among entrepreneurs and inflation. The most visible signs of a dependent economy is transfer of labour force from the agriculture sector to tourism oriented occupations.
The findings on physical impact show both beneficial and discouraging aspects of tourism development in Khajuraho. In Khajuraho, the residents have not been segregated from basic facilities because of their lifestyle, and hence, demand on the kind of resources is different from that of the tourists. But it needs to be borne in mind that modernization of Khajuraho has been by the provision of urban infrastructural facilities.

The cultural impact of tourists on the position of value changes in Khajuraho shows that the effect of tourist-host interaction has been maximal on certain section of the society – namely, young men and children. They interact more frequently with low budget foreign tourists who have a longer duration of stay and are interested in the authentic. These tourists act as models of emulation. Here non-material culture has persisted in the fact of modernising forces. Limited impact on non-material culture is partly attributable to the fact that although khajuraho is known for cultural tourism, its major attraction is material culture.

Mishra, R.P. Sharma, S. S. and Acharya, Ram (World Tourism, 1981) have evaluated the role and impact of tourism vis-a-vis development in India with reference to 42 other countries having various types of economies. They are of the
considered view that tourism is an important activity in India and the growing importance assigned to tourism depicts the country’s earnestness to attract more and more tourists from every part of the world. India’s tourism infrastructure is modern and several agencies are engaged in setting up a sound base for the development of tourism in the country. India’s enormous tourism potential is destined to attract an increasing number of tourists every year, they predict. However the only snag in attracting a large number of tourist generating countries of Europe and America, which can be overcome through the emergence of modern aircraft and improved airline services, travel to distant place in lesser time.

Sharma, K. K. (Tourism in India: Centre- State Administration, 1991) conducted an empirical and analytic study regarding tourism development in Rajasthan while exploring tourism potential and role of various agencies in promoting tourism. The issues highlighted are summed up as under:

The domestic tourists were critical of changes of room, meals soft and hard drinks, was wished by them to be more subsidized or economical, whereas, the foreign tourists were satisfied with the rates. This difference in judgement was
attributed to the fact that the domestic tourists compare the rates with the domestic expenditure they incur daily on these items, while foreign tourists finding the rates satisfactory because they had compared them with the prevailing international rates. In regards to the service provided like room services, bar services, transport services the reaction of both the categories of tourists was a mixed one. Thus, it was suggested to recognise the need to improve the different types of services to the national and international levels. Some major constraints identified, responsible for the low quality of these services in Rajasthan are lack of finance, low standard of education, absence of training institutes lending to shortage of trained manpower, shortage and the lack of other infrastructural facilities, lack of transport services, poor maintenance of room, buses and buildings etc.

Maneet, Kumar (Tourism Today : An Indian Perspective, 1992) discusses various aspects related with tourism development. He is of the view that economic activity as a means to earn foreign exchange, while undoubtedly it is but also is medium of social and cultural development, generator of employment and also as promoter of goodwill and friendship among the nations. Indian tourism is only opening up to its
potential with increasing priority being given by the Government of India and series of incentives on the anvil, private sector investment into hotels and related services, amendment in the Motor Vehicles Act and self-driven tourist taxis, encouragement to non-resident Indians to invest into hotels, tax exemption, festivals, local crafts and folks and consumer advertising through electronic media supported by product advertising in the print media followed by marketing through tour operators and travel agents, tourism is now making inroads in the field of international tourism and holds good future.

The review of literature suggests certain trends:

(i) Tourism has been variedly viewed by the sociologists, economists and others as a cause of development-both material and non-material;

(ii) Tourism has been considered as an independent variable, being facilitative to development in different sectors including industries, service and transportation etc., and

(iii) Tourism is being considered as an agent of social change bridging gaps among nations, regions and
people and helping them to open for wide consideration of investment throughout the world.

In the light of these conclusions derived from review of literature, it may be said that tourism can be seen as a promoter of development both at macro and micro level.

**Need and Importance of the Study**

Uttar Pradesh is one of the largest states of the country with wide geographical variations within its topography with regard to natural resources and touristic attractions. Uttar Pradesh has great tourism potential having tourist resorts of different cultural background in all of its districts.

The traditional dance of these areas, the life style of people and economic activities themselves provide a beautiful attraction for the tourists to visit the state. On the other hand, the industrial development in the state has not been quite fast though the population growth is quite high, and better improvement in literacy rate and per capita income of the state agricultural production has not been improving, therefore, leaving little scope for generation of more employment opportunities.
Hence, better management of tourism while treating tourism as 'industry' along with agricultural and industrial development needs attention of not only policy makers but also of the researchers and economists to find out ways and means to improve the tourist inflow in the state. With increased tourist facilities in terms of different socio-economic and marketing indicators, tourism can reach the vast majority of the population and available to the promotion and marketing and creating favourable environment for tourism so that tourism development can play a major role in the economic development of the state. Hence, the present study is undertaken to analyze performance of tourism industry of Uttar Pradesh, particularly in last decade, and to suggest measures based on the findings for the optimum exploitation of the tourism potential of the state of Uttar Pradesh. Tourism provides bread and butter to a large section of population of the state. With the development of tourism not only the incomes and standard of living of the state subject will rise, but it would positively contribute to the economic development of the state as a whole.
Purpose of the Study

- To give suggestions for the development of tourism in the state.
- To examine the role of tourist organization in the promotion of tourism in the state.

Research Methodology

To achieve the above noted objectives of the study a thorough study of all possible academic and non-academic work in the field of tourism has been done, which can be classified under the following headings: (a) Doctoral Thesis, (b) Text and Reference Books, (c) Dissertations and Reports; (d) Articles appearing in the Academic Journals and (e) Articles appearing in the Newspapers.

In search of Doctoral Thesis submitted on the subject the publications of Association of Indian Universities (AIU) were checked in the library of Indian Council for Social Science Research (ICSSR) which publishes the details of doctoral thesis submitted at various universities. For the purpose of text books and reference books the catalogues of various libraries in Delhi and at Aligarh were seen and a list of books considered to be
useful for the research was given at the end in the bibliography. For the consultation of dissertations, Indian Dissertation Abstracts were scanned. For studying the articles, published in academic and non-academic journals, IIFT, New Delhi was visited and reference were noted. Documentation centre of various libraries such as Mulana Azad Library, AMU, Aligarh and Library of Food Craft Institute at the Aligarh Muslim University, Aligarh, were consulted.
Chapter - 1

Emergence of Global Tourism
Emergence of Global Tourism

Tourism is a relatively nascent industry. It has already assumed a global status. In earlier times indeed merchants, missionaries and explorers travelled long distances, by land and sea (silk route and spice route) in pursuit of their vocations and interests. But today travelling designated as tourism is on a worldwide scale and is undertaken by the literate masses for acquiring personal knowledge of how others live and what the different countries looked like. This has been made possible by the rapid expansion of travelling facilities by professional classes who also extend other facilities to the growing number of tourists. This had led to what is now called the Tourist Industry, an important and growing aspect of the world economy and of individual nations.
Ours is not a monotonous globe. The natural and geographical, the political, economic and social varieties is immense. It is this wide and fascinating canvas that attracts the tourist to make their acquaintances of other parts of the world and its native residents.

While for individuals travelling is an exciting hobby, for the emerging tourist industry it is a lucrative business. Also it is a source of financial gain for countries visited by tourists in respect of foreign exchange earnings, an increasing component of their national financial resources.

One remarkable development of tourism and the Tourist Industry is that it has brought widely dispersed individuals the world over together, even if it be temporarily, and has substantiated the claim that our globe is in fact the abode of one human race despite the superficial differences in looks, language and living, customs and habits. Variety is the spice of life and contributes to world amity.

Before the growth of tourism, we were accustomed to reading accounts of the travels and discoveries of explorers and adventurers like Livingston, Marcopolo, Ibn Batuta and others but to-day we personally, so to say, share their adventures in a fast changing world and in comfort. Travelling is well
organized to-day and professional outfits have emerged which provide the varied travel facilities, including accommodation and guided tours.

The inter-net of tourist agencies today provides travel and touring facilities on an organized global scale. The tourist agencies are not only run by private business enterprises but also by the varied state governments the world over which play an important role in attracting foreign tourists and providing the necessary facilities. As stated earlier it is an important source of earning foreign exchange.

**Objective of Tourism**

Natural and geographical features are amazingly varied the world over. It is the curiosity and fascination that impels people to travel and see what other parts of the world of nature looks like. Not only that, the curiosity extends to finding of the type of towns, cities, villages, buildings and architecture that prevails elsewhere; but also the differences in art, culture, living habits, cuisine etc. In world has seven wonders, viz. the Hanging Gardens of Babylon, Pyramids of Egypt, Agra's Taj Mahal, the Great Wall of China, etc. These unique features are not to be found solely in any one country but are spread round the world since ancient times and even modern cities and
towns and villages are not monotonously similar but quite varied to give them a distinct character. The combination of nature and ways of living are so varied round the world that the tourist is amazed at both the common and diversified features and it is worth all the trouble of travelling long distances, spending the money and even carrying back home much rare souvenirs.

Migrants of early times and later times are not tourists. Tourists are those who live in a place or country of their own but leave it temporarily to visit other parts of the world to satisfy their curiosity or for pleasure and return home. The mode of tourism is by road, rail, sea and air on a scale unheard of before.

Although Tourism has assumed global proportion, it need not necessarily be world wide alone. Tourism may assume only a local and national character. Within the confines of many a country (nation) there is considerable geographical or natural and cultural variation. It would be enlightening to travel through one's own country, particularly if it is a large one like India or China, and see the variety of natural scenario and patterns of social behaviour (rituals, religious or otherwise), character of economic life and culture. One will discover many
a common feature and many striking differences. Such revelation is an enlightenment and education in itself. It widens our intellectual vision and human approach and sense of unity in diversity. All Indians are one people or all mankind is a single human race may emerge as healthy perceptions. We thus break down barriers and build bridges and acquire an all round healthy outlook - a joy in itself.

From the global point of view the linguistic barrier is breaking down steadily with English becoming virtually the 'lingua franca' of the world. In India, English has assumed a vital place and a link with the outside world. This makes tourism develop steadily. Of course, interpretation of linguistic differences is readily available to facilitate the tourist's comprehension in distant lands.

Tourism is essentially the temporary movement of people to destinations outside their normal places of residence and work. It embraces the activities undertaken during their stay abroad or away from home and the facilities created to make their visit comfortable and rewarding. According to the International Union of Official Travel Organization, a tourist is a person travelling for a period of twenty-four hours or more in the host country other than that in which he normally works.
and resides seeking enlightenment in respect of the physical features and living conditions in host country.

The World Tourism Organization (WTO) defines tourism as "activities related to persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes". This includes both international and domestic tourism. International tourism has further been defined by the WTO as occurring when a traveller crosses an international border.

Further, the World Travel and Tourism Council uses economic definitions for tourism, and defines the travel and tourism industry which produces specialized products and services for visitor consumption apart from the overall output of products and services available in the host country.

Tourism in modern times is an important social phenomenon with great economic and social benefits. It promotes international awareness and national integration, increases employment prospects besides augmenting foreign exchange receipts. It tends to reach remote areas supporting local handicrafts and cultural activities. Overtime, a holiday has developed into a traveller's delight. The quality of tourist services has improved in quality, value and variety and the
system that delivers it has become more professional and effective.

The immense potential impact of tourism growth on our economies, on our lives and on our environment is so astounding that it does not seem an exaggeration to describe the coming era as a "Tourism Revolution". It is a revolution which assures important benefits and challenges. If we are able to meet the challenges, and deal with the problems it would yield immense benefits.

The United Nations Conference on Tourism held in Rome in the year 1963 had recommended the gradual elimination of all restrictions, barriers and formalities to facilitate international travel. In fact some countries have already gone a long way towards abolishing certain formalities for visiting tourists resulting in increased facilities. Many countries in Western Europe have abolished the system of visa between themselves and have done away with entry permits. India and Nepal have also done away with such formalities with a view to encourage tourism in the region. Apart from certain inescapable formalities such as relating to health, customs and currency
restrictions, it is desirable that formalities should be reduced to a minimum.

**Global Scenario on Tourism**

In the new millennium, tourism is expected to become a gigantic tourist industry. The development of global tourism was rather slow in the early phase of the outgoing century but accelerated in the second phase and continued to pick up thereafter. In 1950, the hotel arrivals globally was only 25 million generating foreign receipts of $2.1 billion. The number of arrivals multiplied two and a half times between 1960 and 1970 and thereafter it almost doubled every decade. The receipts have grown even faster: $18 billion in 1970 which increased to $105 billion in 1980.

According to the World Tourism and Travel Council (WTTC)

(a) tourism accounts for 10.9 percent of all consumers spending;
(b) is the largest industry with $3.4 billion gross output;
(c) contributes 10.7 percent of capital investment in the world;
(d) generates tax revenues of $655 billion;
(e) employs 10.6% of the world's work force;
(f) contributes 10.2% to global GDP; and
(g) 6.9% of all government spending.

John Naisbitt in his book "Global Paradox" has stated that telecommunication revolution would be the biggest single influence in the future and tourism the largest industry of the 21st century. The future projections given by the World Tourism Organization and the World Tourism and Travel Council are impressive. By 2020 receipts are likely to go up from $476 billion to $2000 billion and expenditure approximating $2000 billion.

International tourist arrivals worldwide are estimated at 1.6 billion between 1995 and 2005, 144 million new jobs would have been created in this sector of which 112 million being in the Asia Pacific region alone. The sustained annual average growth rate in tourism will be 4.3 percent in arrivals and 6.7 percent in receipts.

According to the Economist Intelligence Unit of London, the tourism industry has reached "mammoth proportions". In 1987, for example, the number of world travellers was 355 million who spent about 150 billion US dollars. In 1990 alone, the number of world travellers was 429 million, who spent
about 250 billion US dollars. In 1991, the number of tourists rose to 459 million and the amount spent by them was 278 billion US dollars, recording a growth of about 5 percent. International tourist arrivals in 2000 reached 698 million with receipts of US $ 476 billion. By 2010, the sector hopes to create 25 million jobs and its contributions to the GDP would be close to $ 5000 billion.

Tourism, it is agreed, generates income, amenities and employment. Tourism organizations all over the world are constantly trying to persuade Governments to spend money on tourism. China spends about 3.8 percent of its budget, Malaysia 5.1 percent, Singapore 9.1 percent and Nepal 12 percent but in the case of India, according to WTTC, it is only about 0.9 percent and according to the Planning Commissions it is merely 0.1 percent.

India's share of the world tourism market has remained below half a percent, while that of China's, Singapore's, Thailand's and Indonesia's, is significantly much higher by comparison. The common features in their performance are political will, adequate quality infrastructure and effective marketing, China describes tourism as a 'pillar' of the economy.
Cost of travel in India is very high not just for foreign tourist but also for domestic travellers. Although most of the hotels have reduced their rates to rock bottom levels but this cannot have a desired impact unless domestic airfares are also reduced. It is much cheaper to travel to Thailand, Singapore, Malaysia, Hongkong for holidays rather travel to holiday resorts within India because of high domestic airfares and high taxes of ATF. An open sky policy has been suggested with the help of Ministry of Civil Aviation so that all airlines can land in our country.

Satisfactory political conditions are essential for boosting growth of tourism and unfavourable political conditions would have an adverse effect on tourism industry. For instance, it is estimated that the aftermath of the terrorist attack on the World Trade Centre, on 11th September, 2001 resulted in the decline of three and half trillion dollar worth of world tourism.

The United Nations Organization (UNO) has designated the year 2002 as International Year of Eco-tourism. Its Commission on Sustainable Development has requested international agencies, governments and the private sector to undertake supportive activities.
In this framework the World Tourism Organization (WTO) and the United Nation's Environment Programme (UNEP) organized a pioneering forum earlier this year that was conducted solely online. The prime objective was to provide easy access for a wide range of stakeholders involved in Eco-tourism to exchange experiences and voice comments. The discussion was focused on four main themes:

(1) Eco-tourism Policy and Planning - the Sustainability Challenge

(2) Regulation of Eco-tourism - Institutional Responsibilities and Frameworks

(3) Product Development, Marketing and Promotion of Eco-tourism - Fostering Sustainable Products and Consumers

(4) Monitoring Costs and Benefits of Eco-tourism - Ensuring Equitable Distribution among all Stakeholders.

A major point was that well designed certification programmes can help achieve the objectives of Eco-tourism by providing incentives to certified Eco-tourism operators with a marketing advantage. National broad based coalition have the best records for developing certification.
The general recommendations that emerged were: Eco-tourism should balance top-down and bottom up development strategies. Effective standards are the result of a consensus building process among all affected interests.

Priority should be given in the training of local people and park managers and to monitoring the delivery of services and products to ensure they meet expectations. Accessible financing (grants, inexpensive long term loans) is needed for Eco-tourism projects and must include ways to measure whether these monies are being used effectively. Internet communication provides a low cost and efficient mechanism for both promotion and development, it needs to be complimented with other communication strategies. Media professionals need to provide better insights into Eco-tourism without losing the human dimension.
Chapter - 2

Tourism Industry in India
Chapter - 2

Tourism Industry in India

In previous chapter discussed the origin of tourism in the world. The present chapter makes an attempt to trace out the growth and development of tourism industry in India. India was initially infatuated by the manufacturing industry. This infatuation had perhaps, been caused by the Industrial Revolution having virtually bypassed India before independence (1947). It was only natural that we wanted to catch up on the opportunities that had been denied to us. The emphasis on setting up manufacturing industries in the post-independence era was natural. Nehru called such factories and dams the new temples of India.

As any economy matures, in the process of development, it makes a transition from agriculture to manufacturing and from manufacturing to services. In different stages of economic growth, the relative importance of these sectors changes in terms of employing

* The source of reference of this chapter are indicated in detail in the Bibliography appended at the end of the thesis.
people and their relative contribution to GDP. Tourism has thus assumed significance today.

Within the Asia Pacific region, the Indian subcontinent is accordingly well poised to take advantage of the boom in the tourism sector.

The tourism industry is undergoing a sea change with the revolutions in communication and information technology. Everybody in the tourism industry will have to change and rediscover their place in the light of the technology revolution. The role of services including tourism will accordingly undergo a big change in the present cyber world. The 21st century is the century of tourism magic, the most potent internet of publicity and reward. Therefore, in the new millennium, most of the countries, including India, would be spending millions of dollars for the revamping of the existing facilities and/ or the creation of new ones.

India is a vast country with a history that goes back 5000 years. Its vast geographical diversity, rich culture and heritage, fair and festivals, snow capped lofty mountains, vast coastline, and other singular attractions that span the entire country offer tremendous potential for
Indian tourism. India, a low cost destination, continues to exert its mesmerizing pull not only on the foreign tourist, but the Indian tourist has also been bitten by the travel bug. India's share in world tourism, which is a meager 0.2% as of data, is expected to touch 1% to 2% by the year 2005. As per the Hospitality and Tourism Industry (HTI) projections the rise in foreign tourists to India is expected to touch 5 million and the domestic tourists are projected to touch 90 million.

Currently, 89000 hotel rooms are required to support this growing boom as against the availability of approximately 60000 rooms. Accordingly the availability of rooms has to be stepped up fast. By mid decade the demand for hotel rooms is estimated to be in the region of 100000 rooms.

Tourism is also one of the biggest employment generating industry. According to PATA (Pacific Asia Travel Association) tourism directly or indirectly accounts for more than 10% of the world's employment today.

The hotel and tourism related industry has been reckoned as a high priority industry for development by the government and assumes importance for its immense
potential to earn foreign exchange and is also least import intensive. In fact tourism is India's largest foreign exchange earner after readymade garments and jewellery, with earnings of $2928 million in 1995-96.

Tourism provides investment opportunities to domestic, private and foreign investors. Significant policy initiatives, such as, welcoming of private sector, foreign and NRIs investments, setting up of the Tourism Finance Corporation of India (TFCI) renders financial assistance and caters to a variety of investors needs. Also the Investment Facilitation Cell acts as a nodal agency that interacts between the investor, the state governments, the premier financial bodies and the relevant ministries.

Today, the world economy is transiting towards services. The global export of services is rising faster than the export of goods. India is unfortunately still over committed to manufacturing. With the enormous lead that the West has in manufacturing, it is virtually impossible for India to catch up. Today, with large number of relatively cheap, educated and skilled workers, India's comparative advantage lies in services, not in manufacturing. India can grab the opportunity and carve a niche for herself by directly leapfrogging to services. India has not fully realized the potential of the service sector as yet.

The Tourism industry's foreign exchange earnings in India are around $3.2 billion. Tourism would be the highest foreign exchange earner if we view interms of net
value addition. In gems and jewellery it is less than 30 per cent whereas in tourism it is more than 90 per cent. It also has one of the best employment multiplier when compared with other industries. Tourism generates a high order of job opportunities, as it provides direct employment to 9.1 million people and indirect employment to another 12.4 million. But these statistics do not appear so impressive when viewed in the global perspective and compared with the scale of other countries as evident form the graph below.

Tourist Arrivals and Receipts from Tourists - 1996

Source: Report, World Tourism Organisation - 1996
In 1986 Tourism was declared an Industry by the Government of India. It is eligible for approval of direct foreign investment of 51 percent equity since July 1991. A series of incentives have been notified from time to time to facilitate the growth of tourism which in many parts of world is the largest industry.

India at present is estimated to absorb only 2.4% of its workforce in the tourism industry. However, tourism provides an immense potential as an instrument of employment generation and poverty alleviation.

The foreign tourist arrivals to India grew from 1.82 million in 1992-93 to 2.33 million in 1996-97, registering an average annual growth rate of 6.37%. In the next two years the growth rate declined to 1.49% with an estimated 2.40 million foreign tourist arrivals recorded in 1998-99. Of the 625 million world tourist in 1998, India received a meager 2.36 million or 0.38% of the total world tourists arrivals and only 0.62% of world tourist receipts. Compared to other countries in the region, India’s performance in tourism has been rather poor so far.

Domestic tourists (excluding religious pilgrims) who stayed in accommodation establishments increased from
109.2 million in 1993 to 159.9 million in 1997, registering an annual rate of growth of 10%. That growth rate declined to 9.35% in 1999 although an estimated 175.4 million domestic tourist visits were recorded. The foreign exchange increased from Rs. 6,060 crore in 1992-93 to Rs 10,231 crore in 1996-97, achieving an annual growth rate of 13.99%. The growth rate decreased to 10.99% in the subsequent two years while earnings in 1998-1999 were estimate at Rs. 12,604 crores. The tourism sector provided direct employment to about 14.79 million people during 1998-99. ¹

Unfavourable conditions of political environment and insecurity, would lead to the decline of foreign tourists arrivals and income from foreign exchange would also be adversely affected.

According to analysts the aftermath of terrorist attack on World Trade Centre, would have caused a loss of more than $ 200 million. Accordingly, Indian Ministry of Tourism endeavoured to create confidence and to provide the required peaceful atmosphere in India, for attracting foreign tourists in large numbers. The Government of India

¹ Mid-Term Appraisal of 9th plan 1997-2000, Govt. of India Planning Commission.
also established a special tourism task force to meet the problems arising after the terrorist attack in the United States of America. The Department of Tourism, Government of India has formulated a five point programme for the promotion of tourism in the country. The details of this programme are given below:

(a) Propagate India as a safe and secure destination.

(b) Help in initiation of a great reform movement in India- a sort of new renaissance which would make India more creative and constructive and bring about a work culture of the highest class; also project India as a unique country which provides opportunities for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation, and generate conditions in which India attains a great reputation for ethical trade and business practices.

(c) Break new grounds in the East and South Korea, Japan, Taiwan, Singapore, and Australia.

(d) Set-up marketing in the Western and Northern world.

(e) Give special boost to domestic tourism, and use the new facilities and infrastructure created in this regard
to serve as a backbone for international tourism in times to come.

The number of foreign tourist arrivals and foreign exchange earnings during the period 1995-2001 is given below

**TABLE**

**Performance of the Tourism Sector**

<table>
<thead>
<tr>
<th>Year</th>
<th>Foreign Tourist Arrivals (in Lakh)</th>
<th>Percent Increase</th>
<th>Estimated foreign exchange earnings (in million US$)</th>
<th>Percent Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995-96</td>
<td>21.9</td>
<td>-</td>
<td>2,714</td>
<td>-</td>
</tr>
<tr>
<td>1996-97</td>
<td>23.3</td>
<td>6.6</td>
<td>2,878</td>
<td>6.1</td>
</tr>
<tr>
<td>1997-98</td>
<td>23.7</td>
<td>1.6</td>
<td>2,914</td>
<td>1.2</td>
</tr>
<tr>
<td>1998-99</td>
<td>24.0</td>
<td>1.1</td>
<td>2,993</td>
<td>2.7</td>
</tr>
<tr>
<td>1999-00</td>
<td>25.2</td>
<td>5.0</td>
<td>3,055</td>
<td>2.1</td>
</tr>
<tr>
<td>2000-01</td>
<td>26.8</td>
<td>6.0</td>
<td>3,168</td>
<td>4.3</td>
</tr>
<tr>
<td>2001-02</td>
<td>12.3</td>
<td>-6.3</td>
<td>1,636</td>
<td>-1.3</td>
</tr>
</tbody>
</table>

There has been a decline of about 20 per cent in the foreign tourist arrivals and 16 percent and in the foreign exchange earnings through tourism in the two months of
September and October 2001. In the aftermath of the terrorist attacks in USA in September 2001, a programme to meet the adverse conditions arising out of this incident has been drawn up and is being implemented as mentioned earlier.

Scope of Tourism

**Eco tourism:**

Eco tourism is defined as responsible travel to natural areas keeping in mind the wellbeing of local people and their environment. It is an amalgamation of interests arising out of environmental, economic and social concerns. Tourists tend to tamper with the surrounding flora and fauna and leave behind considerable miscellaneous unsanitary litter. Appropriate action should be taken to forestall this. Today conservationists, economists and tourists alike have awakened to the realization that you can't save nature relying wholly on the local people. They are no doubt the traditional and time honoured custodians.
Government and non government agencies are waking up to the need to work closely in partnership with local people on the issue of conservation. The Ministry of Environment and Forests issued guidelines under which all tourism projects in hills and forests have to get environmental clearance. A recent example of such close monitoring is the ban on construction activity within 500 meters of high tide line on the coasts.

The WTO in its projections for the year 2000 had estimated that around 1000 million people will be involved in global tourism. The number is likely to increase. India's share in the traffic will be around 2 to 2.5 million tourists or even more. Of these around 17 or 18 percent only will be environmentally conscious as past trends indicate. It is the increasing trend in the number of tourists that the World Travel and Tourism Council is concerned about and has issued guidelines focusing on being sensitive to conservation aspects, protecting threatened areas, species and scenic esthetics, conserving energy and reducing and recycling waste.

Eco-tourism is a complex and multi disciplinary phenomenon. There are many facets that have to be
addressed if it is to be successful for those involved i.e. the consumers, managers and native people. Detailed and systematic inventories of touristic attraction of a country should be elaborated by keeping in mind that these inventories are different from those of an essentially scientific interest. The Canadian Environmental Advisory Council (CEAC) definition of eco tourism is that eco tourism is an enlightening travel experience which also contributes to the conservation of the eco system beneficial to the host communities.

**Heritage tourism:**

This is a new kind of tourism that has come up in recent times. The concept of Heritage tourism emerged to aid and facilitate the curious guest’s keeness to get acquainted with India's great traditions. It was realized that the historic homes could be maintained only with their appropriate reuse. The large palaces of Maharajas set the trend by becoming five star hotels. The main charm is the individual attention and personalized services. The ambience is perfectly reflected through special photographs and family memorabilia. Families in residence
for centuries now welcome you to their homes as guests. The homes are modernized to meet the needs of today's International traveler, with adjoining bathrooms, running hot and cold water, modern plumbing, even perhaps a swimming pool. This kind of tourism was developed mostly for the international tourist who wanted to get the feel of traditional India.

**Adventure Tourism and Holiday Tourism:**

India's vast geographical diversity provides immense potential for adventure tourism. All tastes are catered to and there is something for everyone. From the gentlest to the fast paced, for the beginners to the experts. Besides this the prices here are lower as compared to international standards.

Travel agents and tour operators very often specialize in certain fields, offering package deals for groups as well as individuals. Mountaineering, trekking and rock climbing, ballooning and hang gliding, camel treks and desert safaris, white water rafting and river exploration are some of the exciting possibilities. Apart from this there are sports like skiing, scuba diving and underwater coral
viewing, angling, wild life and bird watching, golf, tennis, badminton, polo, swimming and motor rallies amongst other sports. For the tourist in search of sun, sea and surf, there are beach resorts on the western and eastern coasts.

Mountaineering:

Scaling the Himalayan Peaks - the greatest adventure of all. The mighty mountains stretching across the northern borders of India have hundreds of peaks, many yet unscaled and inviting the intrepid mountaineer. The states of Jammu and Kashmir, Himachal Pradesh, Uttar Pradesh and Sikkim offer bases for mountaineering expeditions.

There are agents who can make all the arrangements for groups or individuals including food, transport, porters, camping equipment, etc. The best season for mountaineering is from May to October and six months notice is required to book a peak.

Trekking:

The spectacular Himalayas are the abode of snow and evoke unmatched feelings of reverence and excitement and offer wonderful bevy of trekking routes. Peninsular India
offers natural beauty of another kind for trekking. The Western Ghats, the Aravalli Hills, the Satpura range and the Nilgiri mountains have a rich heritage of flora and fauna, each with a special lure of its own. Treks can be taken along the remote areas or the route pilgrims have trekked year after year to remote shrines in the mountains.

The season for trekking is April to June and September to November with regional variations. No system of permits exists in India but trekkers should not enter any restricted areas.

**Rock Climbing:**

Especially popular in the foothills of the Himalayas wherever there are rocks and hills, stiff climbs and sheer mountainsides - rock climbing is a popular sport.

**Balooning:**

In its infancy this sport is available only in Delhi. The Balloon Club of India at Delhi's Safdarjung Airport is the takeoff point and has its headquarters within the complex.

**Hang Gliding:**

Recently introduced in India Hang Gliding is available at Pune, Devlali, Mumbai, New Delhi,
Chandigarh, Shimla and Bangalore. Kangra and Kasauli have also developed as major hang-gliding centers.

**Camel Treks and Desert Safaris:**

The great Indian Thar Desert provides the scene for exploring the old desert routes on camel back or for the less intrepid in camel carts. Jeep tours can be taken over remote desert tracks that are rarely taken by tourists. Jodhpur, Jaisalmer and Bikaner are the starting points for such tours with stops at villages en route.

**White Water Rafting and River Running:**

The mighty Indian rivers tumble and crash through the mountains to form white water rapids and terraced cascades. This is a paradise for the white water sportsmen. Ladakh and Zanskar valley in Kashmir, Lahul valley, the Garhwal Hills and Sikkim are some popular areas. The Indus, Zanskar, Ganges, Ravi, Beas, Chenab and Teesta are rivers with both rough and calm waters for both experts and beginners. These rivers are excellent for canoeing and kayaking.
**Winter Sports:**

Gulmarg in Kashmir is India's most popular and developed ski resort with most modern equipment. There is an institute of skiing and mountaineering which offers training courses. The Gulmarg - Khilanmarg route is a great experience for ski mountaineering enthusiasts. Kufri also offers skiing. Along the Rohtang pass skiing is possible in summer also. Shimla offers ice-skating, figure skating and speed skating.

**Motor Rallies:**

Throughout the year many rallies are held whose dates can be obtained from the nearest tourist office. The Himalayan car rally attracts international participation and goes through the mountains of Himachal Pradesh and Uttar Pradesh.

**Beach Resorts:**

The extensive coastline of India has excellent virgin beaches unspoilt as yet by man. The best developed beach resorts are at Goa, Kovalam and Mahabalipuram. Excellent water sport facilities are available at these three centers.
There are other resorts in smaller cities along the coast of India.

Scuba Diving:

The best spot for scuba diving and snorkeling is at the Andaman Islands, which has a vast plethora of coral and marine life that is equally interesting to the tourist and naturalist. This clear water permits exciting underwater photography for enthusiasts.

Wildlife Tourism:

The Indian subcontinent provides vast variations in geography and climate, which results in diversity in habitats and wildlife. The Himalayas offer a wide spectrum of landscapes and wildlife. Tropical forests in its eastern extremity contrast with pine and coniferous woodlands of western Himalayas. Natural cover varies with altitudes and these evergreen forests are bounded with high alpine meadows nearer the snowline and temperate forests of short stout trees in the lower elevations. In the foothills are the deciduous trees, with shrubs, bamboos, fern and grass. The northern plains, the course of holy rivers, the
great Thar Desert and the Sundarbans, the marshy swamplands, the volcanic rock of the Deccan plateau all provide fascinating habitats that sustain over 350 species of mammals, 2100 kinds of birds - local and migratory, nearly 350 species of reptile and countless insects. India currently has around 80 national parks and 441 sanctuaries dotted around the country. While some are inaccessible others have excellent facilities for the visitors. The thrill of spotting herds of wild elephants, deer, a rhino or even a tiger in its natural environment is very difficult to match.

Infrastructural Facilities for Development of Tourism

Accommodation

The prime and paramount factor that facilitates tourism is accommodation. The success or failure of tourism industry mainly depends upon the availability and quality of accommodation facilities. Tourists have become highly conscious of better comforts and hygiene. In the words of Charles Kaiser and Helberg, "accommodation facilities are the places where tourist stop and cease to be travellers and become guests. The level of satisfaction by
an area's accommodation facilities will, in a large measure, determine the total success of tourism programme."

Keeping this in view the Government of India has taken efforts to develop accommodation facilities.

Accommodation facilities can be broadly grouped into hotels, motels, inns, guesthouses, establishments with bed and breakfast, holiday camps, paying guest accommodation, shelters, etc.

For better comfort and conveniences and to meet the needs of the foreign tourists the Department of Tourism, Ministry of Tourism and Civil Aviation, Government of India have a system of categorizing the available accommodation as per certain criteria to measure the standards and enforce control. The approved hotels are of international standard and have a stamp of official recognition. The progressive increase in the number of approved hotels and rooms is indicated in the table below.

**APPROVED HOTELS**

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of hotels</th>
<th>% growth rate</th>
<th>No. of rooms</th>
<th>% growth rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1975</td>
<td>231</td>
<td>-</td>
<td>14,814</td>
<td>-</td>
</tr>
<tr>
<td>1976</td>
<td>252</td>
<td>9.09</td>
<td>15,841</td>
<td>6.93</td>
</tr>
<tr>
<td>Year</td>
<td>Value 1</td>
<td>Value 2</td>
<td>Value 3</td>
<td>Value 4</td>
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<td>------</td>
<td>---------</td>
<td>---------</td>
<td>---------</td>
<td>---------</td>
</tr>
<tr>
<td>1977</td>
<td>281</td>
<td>11.50</td>
<td>17379</td>
<td>9.71</td>
</tr>
<tr>
<td>1979</td>
<td>313</td>
<td>1.95</td>
<td>18751</td>
<td>0.73</td>
</tr>
<tr>
<td>1980</td>
<td>348</td>
<td>11.18</td>
<td>21581</td>
<td>15.09</td>
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<tr>
<td>1981</td>
<td>363</td>
<td>4.31</td>
<td>22300</td>
<td>3.33</td>
</tr>
<tr>
<td>1982</td>
<td>405</td>
<td>11.57</td>
<td>29332</td>
<td>31.53</td>
</tr>
<tr>
<td>1983</td>
<td>425</td>
<td>4.94</td>
<td>30779</td>
<td>4.93</td>
</tr>
<tr>
<td>1984</td>
<td>427</td>
<td>0.47</td>
<td>31402</td>
<td>2.02</td>
</tr>
<tr>
<td>1985</td>
<td>511</td>
<td>19.67</td>
<td>32609</td>
<td>3.84</td>
</tr>
<tr>
<td>1986</td>
<td>459</td>
<td>-10.18</td>
<td>30200</td>
<td>7.39</td>
</tr>
<tr>
<td>1987</td>
<td>534</td>
<td>16.34</td>
<td>34574</td>
<td>14.48</td>
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<tr>
<td>1988</td>
<td>575</td>
<td>7.68</td>
<td>36666</td>
<td>6.05</td>
</tr>
<tr>
<td>1989</td>
<td>647</td>
<td>12.52</td>
<td>42415</td>
<td>15.68</td>
</tr>
<tr>
<td>1990</td>
<td>694</td>
<td>7.26</td>
<td>44405</td>
<td>4.69</td>
</tr>
<tr>
<td>1991</td>
<td>747</td>
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<td>0.20</td>
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<tr>
<td>1992</td>
<td>798</td>
<td>6.83</td>
<td>47407</td>
<td>6.54</td>
</tr>
<tr>
<td>1993</td>
<td>881</td>
<td>10.40</td>
<td>51153</td>
<td>7.90</td>
</tr>
<tr>
<td>1994</td>
<td>912</td>
<td>3.92</td>
<td>55455</td>
<td>8.41</td>
</tr>
<tr>
<td>1995</td>
<td>980</td>
<td>7.45</td>
<td>57386</td>
<td>3.48</td>
</tr>
</tbody>
</table>
It will be observed from the above table that the number of approved hotels has gradually increased over the years from 231 hotels in 1975 to 1333 approved hotels in 2001. The number of rooms has also increased from 14814 in 1975 to 73462 in 2001. The analysis also highlights that the growth rate of registration of hotels was 7.00% during 1975-2001 and the growth rate of number of rooms was 7.40% in the same period. The uptrend in registered hotels and rooms has been maintained since then. The success of tourism, thus, depends on proper coordination among the components and constraints of tourism trade.

The pre-budget economic survey of 1997 had endorsed a tourism-friendly budget when it called for efforts "to sustain and intensify to make India an all season attractive tourist destination in the world."
Department of Tourism accordingly declared tourism as a priority sector for foreign investment through provision of incentives and setting up of investment facilities cell to provide information about opportunities.

The Economic Survey (Ministry of Finance) acknowledges that the earnings from tourism are a major component and inadequate infrastructure a main impediment to the accelerated growth of tourism. Though the government has not formally declared hotels to qualify as infrastructure for the benefit of tax holiday as in the case of telecom, the Finance Ministry decided to give a deduction of 50% of profits in respect of new hotels which are located in hilly regions, rural areas, a place of pilgrimage or a specified place of tourist importance. The hotels will also be exempt from the levy of expenditure tax.

According to the latest estimates, there are 60000 rooms in about 12000 hotels in the approved category in the country. Of these motels account for 20000 rooms and the remaining 40000 will benefit from tax cuts. Those exempted from expenditure tax will be entitled to the concession for a period of 10 years.
Another concession that directly benefits the hotel industry is the reduction of import duty on specified equipment required by them from 35% to 25% and on specially food items used by foreign tourists from 50% to 25%.

In addition, the tourism and travel sector would be eligible for several other concessions extended to all industries such as:

(i). reduction in the rate of surcharge in corporate tax from 15% to 7.5%;

(ii) lowering of the corporate rates as an incentive for further investment to 35% in case of domestic companies

(iii) lowering of the tax rate on royalty and technical services from 30% to 20%.

(iv) reduction in the peak rate of customs duty from 50% to 40%

(v) reduction in the duty of capital goods from 25% to 20%. In addition to these the hotels and other sections of the industry going in for state of the art technology will get full exemption on computer software.
Contribution of Railways to Tourism

Discover India with Indian Railways is the slogan.

Railways were established in 1853 and are now in the 145th year of existence. The railways are the nation's lifeline and prime carrier of men and material. It is the world's largest network under single management with a travel route of 62500 kms, 7000 stations and provides employment to 1.8 million people.

Rail Tourism

To develop rail tourism the Indian Railways have come up with various methods and innovative ways to promote travel by rail. They are:

- Launching of eight new exclusive super luxury tourist trains on the Palace on Wheels pattern to operate on popular tourist circuits.
- Improving Hotel infrastructure at 100 railway stations in places of tourist interest.
- Discover India Indrail passes for use from half-a-day to 90 days.
• Network of General Sales Agency (GSAs) around the world.
• Superfast inter-city Rajdhanis and day return Shatabdi trains.
• Rail holiday package tours.

The Indian railways have embarked on the launching of eight super luxury trains designed like 5-star hotels on wheels. Operating on a 7-night itinerary traveling between 2000 to 3000 kms each and covering 7 major destinations having the theme of traveling by night and sightseeing by day. These trains will be fully air-conditioned with 14 saloons, 2 dining cars, a lounge-cum-bar, a baggage car, a staff car and two power cars.

To explore the splendors of India, the railways have designed the ‘Indrail pass’. Passes can be purchased by foreign nationals and non resident Indians (NRIs) in US dollars, pound sterling and other convertible foreign currency in cash, travelers cheques and credit cards. These passes are sold by GSAs (General Sales Agents) abroad. In India they are sold at the International Tourist Bureau (ITB) at New Delhi railway station and 20 other major railway stations.
The International Tourism Bureau (ITB) deals with foreign tourists intending to travel by rail in India. It provides assistance to foreign tourists and NRIs related to bookings, reservations, itinerary planning and other inquiries through its tourism guides and staff conversant with foreign languages.

Indrail passes are issued to foreign tourists enabling them to travel as they like from any station to the destination of their choice to any point by rail within the period of validity of the passes.

The ITB arranges accommodation in retiring rooms and Rail Yatra Niwas as also bedrolls in trains on demand.

Information can also be obtained from Agra, Ahmedabad, Aurangabad, Bangalore, Mumbai, Kolkata, Gorakhpur, Jaipur, Jodhpur, Jaisalmer, Chennai, Puttaparthi, Rameshwaram, Secundrabad, Trivandrum, Vadodara, Vasco-da-Gama, Vijaywada and Varanasi.

100-hotel Project: Indian railways have formulated a mega project to set up 100 railway hotels at stations of tourist importance to provide the infrastructure inputs needed for implementing the tourism action plan of the
Government to attract over 5 million tourists. This scheme has a potential of adding 10000 hotel rooms in the organized sector in the country, attracting an investment of Rs.10000 crores on infrastructure development and generating direct employment for 30000 people and indirect employment for twice the number of people in related activities. This scheme has been planned in the joint sector with organizations in the private and public sectors.

Railways are also to set up Catering and Tourism Corporation as part of its promotional campaign of tourism the government has proposed to set up the Railway Catering and Tourism Corporation (IRCTC). The corporation is expected to provide necessary control and direction to the catering services on trains as well as stations.

Aviation and Tourism- A close linkage is planned between aviation and tourism in another four years. It is assumed that the number of international travellers arriving into India would be over 5 million. The question posed before the ministers, business delegations and individual promoters by overseas travel operators is 'how
reliable and stable is the domestic network of air services and how easy is the seat availability on flights to India from the existing and potential markets.

An international business traveller plans his or her itinerary well in advance and would like to be assured that there would not be any last minute changes. As many as 97% of the foreign visitors travel by air making civil aviation a prime influence on the course of tourism growth. This makes both these sectors - railway, and aviation - far too interdependent.

The liberalization of civil aviation policies in India marked by licensing of private airlines to operate on routes served for 40 years by the state owned carriers was prompted by the demands of tourism. According to the World Tourism Organization of which India is a member, travel and tourism account for 12% of consumer spending with air travel about a quarter of this expenditure. Despite the synergies, there can be conflicts between aviation and tourism policies as for instance over the question of protection of a national airline in the context of growing tourist traffic. The keenness shown by air carriers of several countries to operate flights to India or to increase
frequencies for their existing services only heightens the potential of the Indian market.

Tourism related civil aviation development is not limited to licensing of operators for serving shorthaul routes. Airport development, upgradation and expansion of services, replacements and renewals are part of infrastructure requirements.

The economic objectives of tourism policies involve the growth of national incomes, employment, foreign exchange earnings, regional development and government tax revenues. In each of these aspects the civil aviation sector has a pivotal role. Precise evaluation of the economic benefits from increased tourism arising from the adoption of more liberal aviation policies will be possible if the database is strengthened. Doubtlessly there is a need to increase international seat capacity to India. The target of 5 million is far too modest for a country with wondrous tourism product and capacity expansion will have to be provided for. Air India has been planning to induct new generation medium capacity long-range aircraft into its existing fleet. At the same time, principal domestic carrier, the Indian Airlines has several incentives for visitors from
overseas. On discounted dollar fares the traveller can journey to any part of the country by IA's fleet or aircrafts. No less than 25% of the seats on all domestic services are reserved for foreign tourists.

Airport and airspace congestion, passenger facilitation, environmental issues and constraints of resources are problems affecting the tourism and aviation sectors. These are likely to aggravate as increased leisure time and disposable income increase of the people the world over. Air transport has contributed most to business travel and to conference tourism as well.

Perspective Plan for Airport Development: There is urgency for expansion of airport infrastructure to keep pace with the annual rise of 12% in domestic traffic and 9% in the international traffic. The development of airport today is influenced by customer needs and commercial objectives, as the government policy is not to give budgetary support to this sector. Just as airlines struggle to break even, airport face a similar problem. So, It is imperative that the development of airports have to be market oriented in terms of better customer service. It is necessary to operate airports as self-sustaining commercial
entities except for airports serving socio-economic considerations, as in the North-East, Jammu and Kashmir, Lakshwadweep, etc. Of the 122 airports, barring seven domestic and five international, none were breaking even. In future, AAI (Airport Authorities Of India), as a policy, would not expand financially unviable airports, given the recent National Airport division's loss of Rs.60 crore. For modernization and expansion of airports, the plan budget of the Ninth plan had been increased to Rs.2500 crore.

Telecommunications And Tourism: From the plain old telephone services to multimedia, the telecom revolution, in its rapid pace, has enveloped the tourism sector as any other economic activity. The use of hand free tools gifted by the telecom industry has grown phenomenally in the tourism sector to the extent that any establishment that fails to be one up loses to its competitors. Even the plain old telephone has its uses in marketing as shown in the London survey of eleven airways using the instrument for special service. The survey ranked British Airways number one in this regard. A caller could get not only all information about flights, connections and seat availability but also a whole lot of information useful to the traveller.
like car rentals, hotel bookings, theatre shows and museum timings. The survey ranked Air India the last of the eleven a call to its service got a taped message directing that the query be addressed to another number.

High incidence of Internet access is illustrative of another instance of the great impact of telecommunications. The greatly publicized information super-highway is accessible to anyone with time, interest and curiosity. With customers becoming ever more demanding, hospitality services too offer a range of services by Internet. Travel agents and airline offices are increasingly linked by the electronic information distribution systems like Galileo, Abacus, Sitar, etc.

The electronic card door keys have become common in major hotels in all big cities. Besides, all executive suites have facilities to dispatch and receive fax messages ensuring complete privacy. Another travel aid is the satellite phone. Pioneered by the London based International Mobile Satellite Organization (Immarsat) these instruments are to be installed on long distance express and mail trains of Indian Railways. This follows the success of satellite telephones that were experimentally
fitted to two Rajdhani Express trains in 1995. This has become so popular that it has been decided to equip all the eleven Rajdhani trains with satellite phones as well as any new train that enters the service. Hospitality services are not the only beneficiaries of these aids but also at times the cause of their creation. Since there has been a telecom revolution today tourism's growth is greatly conditioned by the web and the net.

Role of Travel Agents and Tour Operators

Modern travel agency business is not mere ticketing and reservations but covers a wide spectrum of activities including travel guidance, planning, pricing, accommodation, local travel and sight seeing, insurance, provision for foreign exchange and the like.

Airlines, hotels, car-hire credit card and insurance companies, banks and other engaged in travel and tourism need distributors; the passengers need specialists to provide advice and make services available. The unique feature is that the agent gets his remuneration through commissions from producers of services and provides them free of cost to the passenger. The job of travel agent in the
beginning consisted merely arranging simple reservations in some form of transport and arrange tickets. Since then, the business has undergone a series of changes.

In India, the organized travel agency system came into being in the late 1940s. In 1951, 12 agents got together to form a trade organization, Travel Agents Association of India (TAAI) to ensure fair play and standardized service. By the end of 1994, there were about 720 IATA (International Air Travel Association) approved head office locations, a total of some 850 branch offices. 50% of IATA head offices are concentrated in Mumbai and Delhi; one-third of the balance has their offices in four cities of Chennai, Bangalore, Kolkata and Ahmedabad. There are no official figures but industry experts' say that there are over 3000 non-IATA agents in the country. On the whole, travel agency is as yet a highly fragmented business, with sharp imbalances in its spread areas of over congestion and large stretches of inadequate representation.

**IITM-Training Manpower for Tourism Industry**

The Indian Institute of Travel Management (IITM), established in 1983, by the Ministry of Tourism, Government of India, is filling the vacuum for an institute that develops manpower exclusively for the tourism industry. The institute has successfully undertaken major
initiatives for developing human resources required for the tourism industry.

The institute took its shape after the National Committee of Tourism, which comprised members of Parliament, recommended that an institute catering to the requirements of tourism industry be setup immediately. The purpose of the institute is to provide academic opportunities to graduates and undergraduates directly and in collaboration with the leading institutes and universities, for successful careers in holiday and leisure management, tour operation, transportation, accommodation and interpretation services. The institute is working with the objective of total professionalism of human resources engaged in business of tourism through award of diplomas after graduation, specially designed practical training and field research, foreign language training programmes, executive development programmes for retired defence service personnel, workshops, seminars and conference, tourism orientation talks at school and college levels and tourism promotion competition among young generation.

A student who graduates from IITM is absorbed in the middle level executive positions in travel agencies, with
tour operators, transport companies, hotels, domestic and international airlines, cargo services, besides getting into government jobs.

The institute is also offering courses in computer applications and software studies, basic course of air travel fares and ticketing, basic course on airlines, travel agencies and tour operation management, basic course in air and sea cargo service management, basic course on computer application in travel and tourism industry, diploma in tourism and travel management and foreign language.

Apart from IITM there are other institutes like The Institute of Hotel, Cargo and Tourism Management (IHCTM), one run by World Tourism Organization and various other private institutes catering to the needs of the industry.

Promotional Measures to Accelerate the Growth of Tourism

Need to promote Tourism Industry in India

It is only rational that for earning more foreign exchange, creating more employment and accelerating the rate of growth of the economy, India needs to look at the services sector in general and the tourism industry in particular.
One of India's biggest problems is to find ways to employ its citizens. We have the largest number of unemployed persons in the world. Germany has about 45 lakh unemployed, the USA has 80 lakh unemployed. The corresponding figure for India (estimated by CMIE) is 380 lakh. Travel and Tourism directly creates employment opportunities in hotels, airlines, travel agencies, passenger ships etc., and in industries like construction, telecommunication, manufacturing and retail trade, as a result of the spread effect. Most important from India's point of view is the fact that these employment opportunities will be created in the small and medium segments of industries and dispersed throughout the country. In India, travel and tourism are still considered an elite 'five star' activity, though WTO has recognized the importance of this sector for poverty alleviation by job creation. We also need to note the wide belief that is tourism is likely to be the leading job creator in the next decade, in the global economy.

India is a poor country. Capital is in short supply. Investments needed to create employment in the tourism industry are less than that required for instance by
agriculture. G. Sundaram has estimated that the capital-labour ratio per million rupee of investment at 1985-86 prices in the hotel and restaurant sector is 89 jobs as against 44.7 jobs in agriculture and 12.6 jobs in the manufacturing sector. It is apparent that the investment required to create one job in manufacturing is around Rs.79,000. It should be evident that Tourism holds out great promise for the country to create additional jobs at a much lower cost and consequently ease the country's unemployment problem.

The secondary and tertiary effects of Tourism also cannot be ignored, such as purchases of Indian goods and handicrafts by tourists, and increased appreciation of our art, culture and cuisine. The Transport industry is also directly benefited. Considering that all of these have a multiplier effect, India can generate Rs. one lakh crore per annum from tourism alone, in valuable foreign exchange.

Addressing a session on "India: The Millennium Destination for the International Traveller" at the India Economic Summit 1999 being jointly organized by the World Economic Forum and the Confederation of Indian Industry (CII), Mr. M P Bezbaruah, Secretary, Ministry of
Tourism stated that there was a need to strengthen the partnership between the Government and the Industry to promote tourism in India. He also urged the private sector to contribute in a big way to promote education and training for this critical sector, which is poised to grow very perceptively in the new millennium. In future there is a need for greater collaboration between the Government and the industry with the private sector as the dominant partner.

Mr. P R S Oberoi, Chief Executive Officer and Managing Director, East India Hotels in his address stressed on the need for greater integration of the tourism industry and to have a common agenda for the promotion of tourism in India. Instead of blaming the Government for the present state of affairs, there was a need for the various segments of the tourism sector to come together and educate the MPs, State Legislators, Chief Ministers, Central Ministers and other associated Ministries on the issues facing this sector.

A two day SAARC seminar on 'Hygiene Management in Hotels' was recently inaugurated by the Director-General of Tourism, Mr. Ashok Pradhan, to discuss the
importance of hygiene in hotel industry. In his inaugural address, Mr. Pradhan emphasized the importance of hygiene management in hotels for promoting tourism. He commended the efforts of the Hotel Association of India (HAI), in taking the initiative.

Participants, including those from Bhutan, Nepal and Sri Lanka, discussed various issues like standardization and quality control, environmental issues, appropriate science and technology, pest control through innovative technologies, food safety legislation, bacteriology and its importance in food hygiene and concepts of healthy hotels.

"A healthy hotel or a healthy resort in a healthy city or a healthy village is an ideal destination," said the Association president Mr. S.S.H. Rahman. Stressing the importance of hygiene, Mr. Rahman said every year millions of people criss-crossed the international borders, eating in hotels and restaurants, run the risk of being exposed to food born diseases.

For promoting "Tourism Vision 2020" confederation of Indian Industries (CII) has recommended rationalization of taxes on the tourism industry. The measures suggested include abolition of hotel expenditure tax on foreign
exchange payments abolition of state luxury taxes and uniform rates on actual room rates charged and rationalization of State food and beverage sales tax. CII has also suggested that tourism should be declared an infrastructure industry in order to allow access to benefits such as low cost capital, thus putting it on a level playing field with international competitors.

On the importance of access, both in traveling from abroad to India and to destinations within India, CII has recommended rationalization of visa procedures and boosting the civil aviation industry. India has visa requirements for almost all countries, which discourages tourism. CII suggests that visas be abolished for the main source markets. A second list of countries that qualify for lenient visa requirements should also be drawn up, along with a third list of stringent visa requirements. Further, the domestic civil aviation needs to be boosted considerably in order to improve accessibility of tourism destinations. The taxes on domestic aviation and on fuel needs to be reduced, and the compulsions to fly unprofitable routes should be done away with.
The government is exploring avenues for involving the various government offices abroad in the promotion of India as a tourist destination.

The first Secretary level meeting of the inter ministerial co-ordination committee on tourism felt that a joint effort should be made by the various government agencies to promote India as a year round tourist destination. It was suggested that apart from using the facilities available with the various Indian High Commissions and the embassies, the offices of India Trade Promotion Organization (ITPO), Indian Council of Cultural Relations (ICCR) and the various boards promoting different aspects of India should be roped in to promote India tourism.

The Confederation of Indian Industries (CII), in association with the Ministry of Tourism, Government of India and Directorate of Tourism, Government of Uttar Pradesh proposed convening an "India: Tourism & Heritage - Challenge 21", a unique conference to generate national consensus on policies and strategies to promote inbound as well as domestic travel and tourism. The two key sub themes for the new century are as follows:
(a) A concrete plan to develop the city of Agra as a tourist destination of international stature

(b) Public and Private cooperation in tourism and in the creative development of our heritage assets.

This conference aimed to bring together decision makers, international and national organizations, companies, agencies and citizens who can play a crucial role in achieving the ultimate objective of tourism satisfaction to the customer along with sustainable development of the recipient country India in the 21st century.

The Ministry of Tourism has launched Tourism Awareness Programmes in collaboration with Pacific Asia Tourism Association (PATA) India Chapter and the Industry. The programme has been well received by the industry and the consumers.

The Ministry of Tourism, Government of India is promoting India as a major tourist destination through its tourist offices abroad and Missions. The Ministry is also participating in international meetings/exhibition, fairs and festivals, seminars, etc. Recently, Ministry of Tourism has launched a multimedia CD-ROM on Indian Tourism.
Sustainable tourism is promoted through all these efforts. The Environmental pledge is printed in every brochure produced by the Ministry of Tourism.

An overall picture of Tourism Policy of India may now be presented. The Official tourism policy of India and its implications have been described below in some detail. This has been prompted by the motive of underlining that India is fully aware of the importance of promoting tourism and the manner in which it could be legitimately and hopefully achieved. It will also throw light on the problems to be encountered and met. Such an approach would also provoke one to ask the relevant question as to the extent to which the policies formulated have borne fruit. Frankly, Indian tourism is not as yet a success story that would give one due pride. But it has to be, naverless, admitted that there is adequate awareness of the importance of promoting Indian tourism and that a serious attempt is being made in this direction in an enlightened manner. Our polices have borne fruit in initiating an upward trend though the ultimate goal is as yet at a distance. Also we can derive profit from the experience of our more successful neighbours. Indian tourism needs to gain more momentum to realize its full tourism
potential. To say the least the future is promising because it is universally recognized that India is a prospective tourist paradise. It is on the right track and in view of this the prospects look promising.

Tourism emerged as the largest global industry of the 20th century and is projected to grow even faster in the 21st century. India has also immense possibilities of growth in the tourism sector with its vast cultural and ancient heritage, varied natural attractions, but so far it has played a comparatively small role in the world tourism scene, nevertheless accelerating. A New Tourism Policy, which builds on the strength of the National Tourism Policy of 1982, but which envisages new initiatives towards making tourism the catalyst in employment generation, financial gains, environmental re-generation, development of remote areas and development of women and other disadvantaged groups in the country, besides promoting social integration and universal brotherhood is, therefore, vital to our economy. It would also lead to larger foreign exchange earnings and create conditions for more Foreign Direct Investment (FDI).

Our mission is to promote sustainable tourism as a means of economic growth and social integration and to promote the
image of India abroad as a country with a glorious past, a vibrant present and a bright future. Policies to achieve this will be evolved around six broad areas such as Welcome (swagat), Information (suchana), Facilitation (suvidha), Safety (suraksha), Cooperation (Sahyog) and Infrastructure Development (Samrachana). Conservation of heritage, natural environment, and development and promotion of tourist products would also be given importance.

Indian tourism policy has emerged out of the confabulations between the Central and State Governments. It has also taken note of the approach trends in other parts of the world and by international institutions and agencies. It has also been influenced by our obvious natural potential and cultural background. The current limitations have also been kept in mind. It is necessary to spell out India's overall policy because it is in this light that State governments in the public sector and Indian private entrepreneurs in the tourism sector are formulating their action programmes. Obviously, this constitutes the backdrop for evaluating the scope and character of the tourist promotion in Uttar Pradesh, the main objective of the present thesis.

The objectives of tourism development are thus to foster
understanding between people, to create employment opportunities and bring about socio-economic benefits to the community, particularly in the interior and remote areas and to strive towards balanced and sustainable development and preserve, enrich and promote India’s cultural heritage. One of the major objectives is the preservation and protection of natural resources and environment to achieve sustainable development.

Given the low cost of employment creation in the tourism sector and the current low level of exploitation of India’s tourism potential, the new tourism policy seeks to increase the inflow of foreign tourist arrivals and facilitate domestic tourism in a manner that is sustainable by ensuring that possible adverse effects such as cultural pollution and degradation of environment are minimised.

The New Tourism Policy also aims at making the stay of foreign tourists in India, a memorable and pleasant one with reliable services at predictable costs, so that they are encouraged to undertake repeated visits to India, as friends. This would be in tune with India’s traditional philosophy of giving the highest honour to a guest (Atithi debo bhava).
The Government will aim to achieve necessary linkages and synergies in the policies and programmes of all concerned Departments/Agencies by establishing effective co-ordination mechanisms at Central, State and District levels. The focus of national policy, therefore, will also be to develop tourism as a common endeavour of all the agencies vitally concerned with it at the Central and State levels, public sector undertakings and the private sector.

It will be the aim of government to encourage peoples participation in tourism development including Panchayati Raj institutions, local bodies, co-operatives, non-governmental organisations and enterprising local youth to create public awareness and to achieve a wider spread of tourist facilities. However, focussed attention will be given for the integrated development of identified centres with well directed public participation.

Partnership of public and private sector is deemed as essential to the success of India tourism. A constructive and mutually beneficial partnership between the public and the private sectors through all feasible means is an absolute necessity for the sustained growth of tourism. It is, therefore, the policy of the Government to encourage emergence of such a
partnership. This will be achieved by creating a Tourism Development Authority consisting of senior officials of the Government and tourism experts and professionals from the private sector.

(a) **Role of the Government**

Tourism is a multi-sectoral activity and the industry is affected by many other sectors of the national economy. The State has to, therefore, ensure intergovernmental linkages and co-ordination. It also has to play a pivotal role in tourism management and promotion. The specific role of the Government will be to:

i. provide basic infrastructural facilities including local planning and zoning arrangements;

ii. plan tourism development as a part of the overall area development strategy;

iii. create nucleus infrastructure in the initial stages of development to demonstrate the potential of the area;

iv. provide the required support facilities and incentives to both domestic and foreign investors to encourage private investment in the tourism sector;
v. rationalise taxation and land policies in the tourism sector in all the States and Union Territories and in respect of land owned by Government agencies like Railways;

vi. introduce regulatory measures to ensure social, cultural and environmental sustainability as well as safety and security of tourists;

vii. ensure that the type and scale of tourism development is compatible with the environment and socio-cultural milieu of the area;

viii. ensure that the local community is fully involved and the benefits of tourism accrue to them;

ix. facilitate availability of trained manpower particularly from amongst the local population jointly with the industry;

x. undertake research, prepare master plans, and facilitate formulation of marketing strategies;

xi. organise overseas promotion and marketing jointly with the industry;

xii. initiate specific measures to ensure safety and security of
tourists and efficient facilitation services and

xiii. facilitate the growth of a dynamic tourism sector.

(b) **Role of Private Sector**

Tourism has emerged as the largest export industry globally and all over the world private sector has played the lead role in this growth. The private sector has to consider investment in tourism from a long term perspective and create the required facilities including accommodation, restaurants, entertainment facilities, shopping complexes, etc. in areas identified for tourism development. Non-core activities in all airports, major stations and interstate bus terminus such as cleanliness and maintenance, luggage transportation, vehicles parking facilities, etc. should be opened up to private operators to increase efficiency and profitability. The specific role of the private sector will be to:-

i. build and manage the required tourist facilities in all places of tourist interest;

ii. assume collective responsibility for laying down industry standards, ethics and fair practices;

iii. ensure preservation and protection of tourist attractions
and give lead in green practices;

iv. sponsor maintenance of monuments, museums and parks and provision of public conveniences and facilities;

v. involve the local community in tourism projects and ensure that the benefits of tourism accrue to them in right measure;

vi. undertake industry training and man-power development to achieve excellence in quality of services;

vii. participate in the preparation of investment schedules guidelines and marketing strategies and assist in database creation and research;

viii. facilitate safety and security of tourists;

ix. endeavour to promote tourism on a sustained and long term perspective;

x. collaborate with government . in the promotion and marketing of tourist destinations;

(c) **Role of voluntary efforts.**

Voluntary agencies and volunteers have to contribute their
expertise and understanding of local ethos to supplement the efforts of other sectors to provide the human touch to tourism and foster local initiatives. All such efforts shall be encouraged.

**Tourism Development Fund and Resources for Development**

It would be the policy of the Government to facilitate larger flow of funds to tourism infrastructure and to create a Tourism Development Fund to bridge critical infrastructural gaps. Priority would be given for development of tourist infrastructure in selected areas of tourist importance and for those products which are considered to be in demand in the existing and future markets so that limited resources are put to the best use.

**Foreign Investments and Incentives and Rationalization of Taxes**

In view of large investment requirements in the tourism sector and the need for maintaining high quality standards in services, hotels and tourism related industries will continue to be in the priority list of industries for foreign investment.
Export-house status has been accorded to Hotels, Travel Agents, Tour Operators and Tourist Transport Operators. The status needs to be extended to all tourism units irrespective of the annual turnover.

In order to off-set the specific constraints of tourism industry and to put in place the required infrastructure as quickly as possible, particularly in less developed areas, appropriate incentive schemes would be considered. It would also be the endeavour of the Government to persuade the State/UT Governments to rationalise taxes, to put a cap of 20% on all taxes taken together on the accommodation and hospitality units, to allocate suitable land for tourism purposes at reasonable prices, harmonize movement of tourist transport across state borders, etc.

Adoption of New Technologies

Efforts will need to be made to adopt the technological advances in the tourism sector to provide better facilities to tourists and to market the tourism product, for the benefit of all concerned.

Information technology shall be given the pride of place in
the efforts to promote Indian tourism. Every endeavour in this regard would increasingly rely on optimising the use of e-commerce/m-commerce, use of internet for dissemination of tourism related information, increasing use of portals as gateway to accessibility to tourism information, development of Handy Audio Reach Kit (HARK) Tourist Guidance System at important monuments and heritage sites, networking of States, setting of tourist information Kiosks, encouragement to information technology and eco-friendly practices by the private industries and above all keeping abreast with the global technologies for promoting and facilitating tourism. It shall be ensured that Information Technology(IT) and Indian Tourism(IT) become synonymous.

The Central Government will set up a Paryatan Bhawan in New Delhi as a modern Tourist Interpretation Centre to cater to various needs of travellers, foreign as well as domestic and to offer facilities for air and train reservation, money changing counters and information about all tourist centres in the country. The Centre will be equipped with e-connectivity and networking facility to all state tourist offices. Efforts will be made to have similar state level Paryatan Bhawans in state capitals.

The economic and social benefits of tourism and its
importance as an instrument of economic growth have to be fully recognised by all sections of the society. It would, therefore, be the endeavour of the Government to bridge the information gap through proper statistical documentation of the impact of tourism and its wide publicity to create awareness so that the economic and social significance of tourism is well recognised and tourism is given due attention and national priority.

**Safety and Security**

The safety and security of tourists are of primary importance both from the point of view of tourism development and national pride. It will be, therefore, given high priority in the national strategy for tourism development. Central Government will take up with the State Government to enact suitable legislation on tourist police for protection and security of tourists and for providing institutional mechanism to deal with complaints received from tourists and the industry so as to create a better security perception amongst actual and potential visitors.
Facilitation Services

Tourists have to pass through several Government agencies so as meet the requirement under various laws. These include obtaining visas, undergoing immigration checks, obtaining permits to visit certain areas, payment of fees for certain facilities, etc. The endeavour of the Government would be to improve efficiency in providing such facilitation services and make travel to and within India a pleasant experience. Introduction of issue visa on arrival at least for 15 days at all the airports, computerisation of the system of issue of Visa, streamlining of luggage handling system at airports improving tourist facilitation services at the airport by adopting technological solutions are some of the important facilitation services proposed in this regard.

Tourism Economic Zones, Circuits, and Tourism Area and of Special Interest

Tourism Economic Zones will be created with private participation based on the intrinsic attractions, potential for development and availability of resources in these zones. Air, road and rail connectivity to these areas will be established to facilitate direct and easy access to these zones from
international and domestic destinations. Adequate backward and forward linkages will also be established to ensure flow of benefits to the local community. The development of such zones will be guided by well conceived Master Plans and executed by specific Tourism Development Authorities which will be created by the Government involving senior officers from the Department of Tourism, and other relevant Ministries/Departments of the Government. of India, professionals from tourism industry and representatives of Industry & Trade Associations.

India with vast cultural and religious heritage and varied natural attractions has immense potential for growth in the tourism sector. 25 travel circuits and destinations have already been identified for development through joint efforts of the Central Government, the State Governments and the private sector. State Governments of Kerala, Tamil Nadu, Orissa and Maharashtra and Union Territory Administration of Daman and Diu have also declared Bekal Beach, Puri-Konark, Sindhudurg, Muttakadu-Mamallapuram and Diu as Special Tourism Area for integrated development. Uttar Pradesh has earmarked nine Circuit. Other states have not lagged behind. Steps will be taken to work towards the integrated development of all the tourist
circuits of the country with the involvement of all the infrastructural departments, State Governments and the private sector.

Government would initiate and support special programmes and schemes for the development of tourism in North Eastern States, Himalayan region and islands with a view to achieve overall economic development of the regions, and as part of the strategy for removing regional imbalances.

**Concluding observation:**

Tourism is one of the largest industries in the world. Scores of countries base their economy upon it. Even in India, it is the second largest foreign exchange earner (Rs.11,000 crores a year). We propose to set up a new goal of attracting at least 10 million tourists to India within 5 years, so that we can earn at least 50,000 crore rupees as foreign exchange every year. To be able to implement this gigantic project, the following simple but effective suggestions are reiterated:

Tourism, including hotels, should be declared tax free export processing zones. As foreign exchange outflow is
very negligible compared to inflow of foreign exchange, any hotel anywhere in India comes under the purview of Export Processing Zone.

All imports related to tourism industry like hotel equipments and materials, luxury cars etc. should be made duty free within a ceiling of 25% of foreign exchange earned by that Unit. They should be exempted from custom and excise duties also, as has already been done for units set up in the Export Processing Zones.

At present the charges of Indian hotels are much higher than those of other hotels in the world. This is a big hurdle for tourists visiting India. However, thousands of new hotels will be have to be speedily built so that hotel charges will automatically come down and induce the tourists to visit India.

Suitable plots all over India should be earmarked for the development of hotels and resorts for the tourism industry and a nominal rate (Re.1/- per square metre) should be charged from the enterprises for 99 years lease. These enterprises could be Indian, NRIs as well as foreigners. Emphasis should be given to eco-tourism (eco-
friendly tourism). A Tourism Development Board should be set up initially funded through issuing of Rs.5000/- crore Tourism Development Bonds. On the state level, each state should also set up Tourism Development Boards and 50 percent of the luxury tax charged should be given to this Board. These projects should not come under the purview of environmental laws. A separate body should be set up to look into the matter of eco-friendly aspects of tourism. Each new hotel constructed should be obliged to plant and take care of at least 200 new neem trees to help in controlling pollution. These neem trees will be a great boon to the Indian farmers in providing non-toxic and biodegradable natural neem-based pesticides to them.

It would be desirable to setup special communication facilities such as taxi/bus/train and air services for tourists from the major metropolitan cities and these should be connected with all the historic places. Through this, we can provide good services to our guests. They can see the entire India at one go. In this regard necessary assistance can be had from Ministries of Tourism, Railways, Surface Transport and Civil Aviation. Help of important functionaries of eminent travel agencies/hotels...
and tourism departments of Central and State Governments can also be used to make these services successful. In addition to the above efforts all the important pilgrim centers should be connected with these services. Special trips should be organised during festival seasons. There should be proper co-ordination among Central and State Governments, public sector undertakings and the private sector. Programmes of seeing monuments, various art forms, handicrafts, folk dances, traditional fairs and cuisines representing Indian culture and heritage should also be included in these services. It would be better if we involve the participation of panchayats, NGOs, and local bodies etc. to achieve a wider spread of tourist facilities. It would not only reduce the regional imbalance but also improve the social and economic standards of rural masses.

Tourism should be given the status of export industry and all facilities and concessions provided to other industries should be provided to this industry also for its survival and development.
It is suggested that a separate Central Tourism Promotion Board be constituted under the Ministry of Tourism which should be headed by a senior officer of Government of India. There should be 4 other nominated members on the Board selected or nominated by the different sectors of the tourism industry. This Tourism Promotion Board would formulate policies and programmes for the promotion of tourism and providing necessary assistance and advice in the development of the tourism industry. The Board would also provide essential facilities to our foreign guests such as centralised money change, bus- rail-car-air facilities and hotel reservation, state tourism counters and tourist guides. In Delhi Shri Madan Lal Khurana is setting up a "Tourism Bhavan" in the central location of Connaught place with 2-1/2 acres of land which will have all the facilities for tourists. Each state capital should likewise setup similar Tourist Bhavan have a similar with all the facilities available.

There should be a special legislation for the development of tourism with the aim of ensuring social, cultural and environmental sustainability of tourism development and protecting the tourists in the country.
Similarly, a regulatory institutional mechanism may be envisaged as part of the legislation to deal with the complaints of foreign guests firmly and provide them all types of security. Insecurity in any form would not only mar the interests of the industry but also defame the image of our country. We should take precautionary measures for preventing these types of mishappenings.

It is in the interest of the industry if centres of yoga and naturopathy are set up in the arena of tourism. These centres should be preferably built in the surroundings of the Himalayas which are known for peace, devotion and natural scenery. We have a glorious past and we are proud of our cultural heritage embedded in the teachings of our ancient seers, rishis and wisemen. The three great apostles of peace and non-violence namely. Lord Mahavira and Lord Buddha and Mahatma Gandhi were born in India.

It is on account of our spiritual and moral values, enabling unity in diversity that our cultural heritage is intact despite foreign invasions from time to time. Our ancient legacy in all areas is singularly unique and peerless and should interest foreign tourists.
Keeping in view the modern technological developments and the nature of the cultural heritage of India, all the Guides should be given special courses detailing the historical background of tourist spots. And most importantly their behaviour in dealing with both foreign and domestic tourist should conform to the traditional spirit of hospitality for which India is renowned.

The problem of unemployment is a major problem of India. More than 200 million youths are under the grip of this problem. Government of India has made several programmes for its eradication but has not achieved the desired success so far. Several employment schemes for example, Prime Minister Rozgar Yojana, Antodaya Programme: Food for Labour, Jawahar Rozgar Yojna, Mahila Samridhi Yojna and other schemes are under implementation by Central and State Governments but have not yielded satisfactory results. There is a long queue before the Employment Exchanges, Employment Bureaus, Placement Service Centres and other areas for getting suitable jobs. There is considerable scope for employment generation through speedy development of tourism.
The importance of tourism was realized in India at the very inception of development planning of the country because of our varied and unique range of nature's gifts and rich and ancient heritage. It was, however, realized that while the potential existed, it would take considerable and sustained effort to facilitate and attract both foreign and domestic tourists in sufficiently large numbers in order to take our legitimated place in the tourist map of the world.

A half century has since elapsed and commendable effort has been put into providing the necessary infrastructure and facilities to attract tourists both foreign and domestic, to avail of the considerable tourist attractions that the country was in a position to offer.

Although tourism as a flourishing industry gained a firm footing in India, there remains much ground to the covered by way of providing adequate and up-to-date facilities comparable to international standards. During the outgoing half century indeed remarkable all round development has been made but to take our legitimate share of world tourist traffic there is still much ground to be covered. It is however, heartening to realize that we have a fairly clear picture of the quantum and quality of
the effort remaining to be made to take our rightful place in the global scenario.

More recently it appears that the tourism bug has bitten Indians. Indeed more and more Indians are taking a fancy to domestic tourism but a new trend seems to be emerging. Overseas tours are fast emerging as a growing tendency. Historically, Indians are known for their eraze for migration which has picked up again more recently. Besides migration, they have acquired the characteristics of NRIs. Overseas business trips and for acquiring higher education and technology and even religious pilgrimages (Haj) have also been familiar features. But overseas tourism as such has become the latest craze. Although India is known as a country of mass poverty, there is a perceptible section of the rich and the well to do. It is this class that can afford to take to overseas tours. Tourists Agencies are giving great publicity to overseas tourism and offering attractive overheads package facilities which are being increasingly availed. Thus, Indian tourism has acquired the characters of a two way traffic – domestic and overseas.

Eco tourism is not confined to merely saving natural arboreal coverage (forests) and wild life but also paying full
heed to the needs of human lives dependant for their economic sustenance on forest lands and are which they inhabit. Some critics have expressed the apprehension that tourism now being denominated as Eco tourism could be deceptive unless the scope of conservation is not merely confined to hitherto 'Protected Areas', namely National parks and wild life but unfailingly extended to local populations around Protected Areas. It should be safeguarded that the local population is not uprooted or their living condition are not confined to prohibited areas. Local population constitute an integral part of Eco tourism

As a matter of fact, communities in or near about tourist centres should be rehabilitated so as not to appear as an eye sore to the tourists. Their living and working condition should be improved as an integral part of the programme to develop these locations as centres of tourist attraction. The finances required for their rehabilitation should invariably be met from the financial allocation set aside for the development of tourism. It may be mentioned that the arts and crafts of the local community could very earlier provide attractive soveniers for the foreign and domestic tourism. These arts and crafts should be assisted by the states to develop and thrive.
All the Central Ministers are playing their respective roles in the promotion of tourism. The efforts of the Railway Ministry has been highlighted, for instance Howere one must not fail to mention the specific function of the Archaeological Survey of India (also State Archaeological Departments) in ensuring proper maintenance and professional site management of important tourist attractions.
Chapter - 3

Tourism in Uttar Pradesh
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Tourism in Uttar Pradesh

Uttar Pradesh is one of the largest states of India. It possesses a very rich historical heritage which has given this state a large number of places of tourist attraction.

Taj Mahal, one of the Seven Wonders of the World, is located in the state of Uttar Pradesh at Agra, India. It has a universal appeal and is a part of household vocabulary. The Taj Mahal is a mausoleum of singular beauty dedicated to true and eternal love. Built at the behest of Shahjahan, the Mughal Emperor of India in the 17th century. It took twenty years to build employing a labour force of about 20 thousand. Constructed of pure white marble, its eternal beauty may be likened to a ‘dream in marble’ specially on moonlit nights. People the world over are attracted to it and it is the highlight of Indian tourism, which with other unique features- natural, historical and religious justifies Uttar Pradesh being reckoned as India’s one of the most

* The source of reference of this chapter are indicated in detail in the Bibliography appended at the end of the thesis.
magnetic region that attracts tourists, both domestic and foreign, in progressively increasing numbers.

**About Uttar Pradesh**

Uttar Pradesh, known as United Provinces before independence, is India's most populous state with a population, which is more than the combined population of some of the West European nations. Areawise, it is the fourth largest state of India. It is half of the area of France, three times of Portugal, four times of Ireland, seven times of Switzerland, ten times of Belgium and a little bigger than England.

With Uttranchal and partly Nepal to its north, Bihar and Jharkhand to its east, Madhya Pradesh to its south and south-west, Haryana to its west, along with Union Territory of the national capital region of Delhi and some parts of Rajasthan, it has Himachal Pradesh to its north-west. In a manner of speaking, it occupies the central position in India and alongwith some other major states like Madhya Pradesh, Bihar and Rajasthan, it is completely landlocked.
The land of Rama and Krishna, one born and brought up, banished and then crowned and fully established as a king and the other born and brought up here before migrating to Dwarka in Gujrat, has often been at the centre of affairs in India’s life. With its holy city of Varanasi, or Benares, with the Lord of the Universe, Kasi-Vishwanath, making his abode close to the great Ganga, with the importance attached to Ayodhya and Mathura as well as Barindavan and with the world famous Taj Mahal at Agra, Uttar Pradesh will always occupy a place of importance in India.

With the mighty Himalayas as its backdrop the land of the huge Gangetic plain connects the north of India to the east. The state is actually divided into three geographical parts: the Himalayan region and some of the foothills areas in the north, the vast plain known as the Gangetic plain, covering much of the state and the Vindhya mountains in the south. Both in terms of geography and in political and administrative terms, the state could also be divided into five zones the western zone, which is comparatively well developed and better off than the rest in terms of agriculture and industry; the eastern zone
which is not so well developed, the central zone, the hills region, which may in fact it has recently emerge as a separate state from the rest of Uttar Pradesh, and the Bundelkhand region in the south close to Madhya Pradesh.

Of its total length of 2525 kms., the Ganga has as much as 1450 kms. of its long run in Uttar Pradesh. The Yamuna, merges with the Ganga from the right side while its tributaries on the left are the Gomti, the river which runs through the capital city of Lucknow, the Ramganga, the Ghaghra and the Gandak.

The Yamuna rises in the Yamunotri glacier in the Uttranchal and then enters Himachal Pradesh from which it flows into Haryana before entering Capital of Delhi. It flows towards Uttar Pradesh and touches the sacred city of Mathura, across which lies Krishna’s Brindavan, and then enters the historic city of Agra which was once the capital of the Mughals. Right on the banks of the river is one of the wonders of the world, the Taj Mahal, and then the Yamuna turns towards the east. One of the great rivers which joins the Yamuna here is the Chambal, flowing from Rajasthan and Madhya Pradesh, at Etawah before the
Yamuna itself merges with the Ganga at Allahabad. The Yamuna is 1376 kms. long much of it in Uttar Pradesh.

Uttar Pradesh has a unique historical background. Even in the prehistoric period of the Ramayana and Mahabharata the region had acquired a significant importance because of the Rama and Krishna legends emerged from its soil. From nearby Bihar, the great figure of the Buddha came to Varanasi and at Sarnath, just outside the eternal city, it was there that he preached his first sermon for which Sarnath is known as the Kanachakrapravartanakshetra. The Buddha moved about between Bihar and Uttar Pradesh and it was in Deoria that he breathed his last. Deoria is a district town in eastern Uttar Pradesh. At Sarnath, Asoka, the great Mauryan emperor who ruled from Patliputra, modern Patna, built one of his beautiful monolithic polished pillars with the ‘four lions’ capital on it. Only three of the four lions are visible in any picture as invariably the fourth lion remains hidden when you take a frontal picture. The Indian government chose the three lions (actually four) as the state emblem of free India with the Satyameva Jayate from the Kathopanishad inscribed on it, meaning ‘truth always
triumphs’, something to which the Indian state itself has to live up to.

The entire State, except for the norther region, has a tropical monsoon climate. It could be said that the climate in the state is generally cold, almost alpine in the Himalayan region, and both hot and cold in the rest of the state. In the plains, the bulk of the state, the climate is cool or cold from November to early March although the days are pleasant and often warm. After the middle of March it gets to be hot and in May it could rise to 45°C or even more in the plains. June is both hot and humid until the south-west monsoon breaks in all its fury. The rainfall is more towards the eastern parts of the state and it goes on decreasing as one approaches the western parts. Similarly there is heavy rainfall in the Himalayan region but it goes on decreasing towards the southern parts of the state. Some wide variations could well be imagined to exist in such a vast state.

The forests are thick and deep in the Himalayan region but are sparse in the rest of the state. As against the Indian average of 21.5 per cent of forest area, which itself is less than required, the forest cover in Uttar Pradesh is
17.41 per cent. In two areas, Ballia and Ghazipur, both in the eastern region it is below one percent.

It is only to be expected that such a large state watered by the mighty Ganga and Yamuna and nestling in the Himalaya for a significant part, would have a wide and rich variety of flora and fauna. It has an amazing variety of some 1,000 woody plants, including 3,000 trees, 400 shrubs, and 100 woody climbers. More than 200 species of grasses have been identified in the Gangetic plains along with a rich supply of herbs and valuable medicinal plants. The variegated topography and climate of Uttar Pradesh is conducive for the upkeep of an enormous variety of animal life. Its fauna is among the richest in the country. The jungles of Uttar Pradesh abounds in tigers, leopard, wild boars, sambhar and barking deer rhinos and wild sheep and goats in some parts and snakes everywhere, jungle cats, jackals, foxes, monitor lizards and scores of other species of mammals and reptiles. The birds include dove, pigeon blue jay, peafowl and migratory birds Kingfisher. To preserve its wildlife, the state has established one national park the famed Dudhwa National Park. The Dudhwa
National Park, which is a major tourist attraction, covers 212 sq. km. of land.

The western region of the state is far more advanced in terms of agriculture, infrastructure and even industry than the other regions, particularly the eastern region. Together they constitutes the large majority of the state’s area and account for the bulk of the states abundant population. That the farmers are enterprising and progressive goes without saying in the western region. The Ganga Canal, the backbone of the irrigation system, is the gift of the British rulers who developed it in the nineteenth century, but much more has been added by the successive governments in the years of freedom and by the farmers themselves by way of their irrigation pumps.

Uttar Pradesh has an enormous historical legacy. The renowned epics of Hinduism the Ramayana and the Mahabharata were written in Uttar Pradesh. Uttar Pradesh also had the glory of being home to Lord Buddha as stated earlier. It has now been established that Gautama Buddha spent most of his life in eastern Uttar Pradesh, wandering from place to place preaching his sermons.
The empire of Chandra Gupta Maurya extended nearly over the whole of Uttar Pradesh. Edicts of this period have been found at Allahabad, Varanasi and Dehradun. After the fall of the Mauryas, the present state of Uttar Pradesh was divided into four parts: Surseva, North Panchal, Kosal and Kaushambi. The western part of Uttar Pradesh saw the advent of the Shaks in the second century BC. Not much is known of the history of the state during the times of Kanishka and his successors.

The Gupta Empire ruled over nearly the whole of Uttar Pradesh, and it was during this time that culture and architecture reached its peak. The decline of the Guptas coincided with the attacks of Huns from Central Asia who succeeded in establishing their influence right up to Gwalior in Madhya Pradesh. The seventh century witnessed the taking over of Kannauj by Harshavardhana.

In 1526, Babar laid the foundation of the Mughal dynasty. He defeated Ibrahim Lodi in the battle of Panipat. Babar carried out extensive campaign in various parts of Uttar Pradesh. He defeated the Rajputs near Fatehpur Sikri while his son Humayun conquered Jaunpur and Ghazipur, after having brought the whole of Awadh under his control.
After Babar's death (1530), his son Humayun lost the empire after being defeated at the hands of Sher Shah Suri at Kannauj. After the death of Sher Shah Suri in 1545, Humayun once again regained his empire but died soon thereafter.

His son Akbar proved to be the greatest of the Mughals. He established a unified empire over nearly the whole of India. During his period, Agra became the capital of India and became the heartland of culture and arts. Akbar laid the foundation of modern Indian administration in many respects. His reign saw peace, tranquility and progress. He constructed huge forts in Agra and Allahabad. He shifted his capital to a city called Fatehpur Sikri close to Agra, which for some years became the hub of the administration.

In 1605, Akbar died and was succeeded by his son Jahangir. The period of Jahangir saw arts and culture reach a new high. However, politically and administratively, the real power during this time rested with the queen Noorjahan. In 1627, after the death of Jahangir, his son Shahjahan ascended the throne. The period of Shahjahan is known as the golden period of India in art, culture, and
architecture. It was during his reign that the classical wonder Taj Mahal was built in memory of his wife Mumtaz Mahal. He also constructed the famous Red Fort at Delhi as well as the Jama Masjid and Moti Mahal. During his later life, Shahjahan was deposed by his son Aurangzeb. Aurangzeb shifted his capital to Delhi, where he kept his father Shahjahan imprisoned until his death. The régime of Aurangzeb saw innumerable revolts and riots; the whole of Rajputana and the Deccan became restive. However, it was during his reign that the Mughal Empire reached its peak in terms of geographic expansion. But with the death of Aurangzeb in 1707, the Mughal Empire declined at an amazing pace.

Modern day Uttar Pradesh saw the rise of important freedom fighters on the national scenario. Jawaharlal Nehru, Lal Bahadur Shastri, Indira Gandhi, and Charan Singh were only a few of the many patriots from Uttar Pradesh who played a significant role in India's freedom movement and also rose to become the prime ministers of this great nation.

Uttar Pradesh is the prototype of India, multicultural, multiracial, conglomeration of fabulous wealth of nature-
hills, valleys, rivers and vast plains. Viewed as the largest tourist destination in India, Uttar Pradesh boasts of 35 million domestic tourists. More than a third of the foreign tourists, who visit India every year, make it a point to visit this state of the Taj and the Ganga. Agra itself receives around one million foreign tourists a year coupled with around twenty million domestic tourists. Its tourism promotion budget is bigger than that of Government of India and half of the States of the Indian Union combined. Uttar Pradesh is studded with places of tourist attractions across a wide spectrum of interest to people of diverse interests.

The seventh most populated state of the world, Uttar Pradesh can lay claim to be the oldest seat of India's culture and civilization. It has been characterized as the cradle of Indian civilization and culture because it is around the Ganga that the ancient cities and towns sprang up.

**Tourism in Uttar Pradesh**

Uttar Pradesh has enormous natural resources and potential for Tourism Industry that can make considerable
impact on the economic development of the state. In order to highlight the tourism potential of Uttar Pradesh it may be mentioned that it has been home to the cultures of Hinduism, Jainism and Islam. Innumerable monuments, most beautiful carved temples of interest to tourists. From the point of view of tourism, Uttar Pradesh has a special place in India. This state abounds with places of historical, religious and cultural importance and there are innumerable destinations of fascinating natural beauty. For these reasons a great many foreign tourists who come to India visit this state. The Department of Tourism has constantly been trying to maintain and develop places of tourist importance and to make necessary facilities available to tourists. With this role in view tourist houses and wayside facilities provided by the Department of Tourism, has been reassessed. Attention is being focused on the speedy completion of programmes relating to the provision of infrastructural facilities.

With its fascinating beauty in diversity, Uttar Pradesh offers, perhaps, the richest tourism potential. Snow clad mountains, thick forests and wild life. Also shrines and temples, glorious forts and monuments. There is ample
scope for breath taking adventure and sports; trekking, skiing, hand gliding, water and aero sports etc. Uttar Pradesh has a reputation for its beautiful arts and handicrafts, traditional cuisine, and costumes and varied culture.

Present Scenario of U.P. Tourism

According to an estimate one foreign tourist from every three and one from every four domestic tourists visits Uttar Pradesh. It is estimated that in 1998 about 846.55 lakh domestic tourist and 7.83 lakh foreign tourist visited Uttar Pradesh which was 10 per cent more as compared to those in the preceding year.

In 2000, domestic tourists accounted for 648.30 lakhs and foreign tourist 10.2 lakhs, Domestic tourists were less than in 1998 but foreign tourist arrivals were more than in 1998.

In 2001 domestic tourists were estimated at 680.30 lakhs and foreign tourist arrivals 7.95 lakhs. In this year the number of domestics tourist increased but foreign tourist arrivals decreased in compared to last year.

As a result of new incentives proposed in the new policy, a phenomenal increase is expected in the number of
tourists, in the current new millennium year foreign tourists 30 lakh and domestic tourists 10 crore.

Since long Uttar Pradesh due to its unique geographical location has been the centre attraction for tourists. The trend of tourist growth is given in the table below:

**Tourist Visiting Uttar Pradesh**

<table>
<thead>
<tr>
<th>Year</th>
<th>Indian Tourist</th>
<th>Foreign Tourist</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1984</td>
<td>179.34</td>
<td>1.22</td>
<td>180.56</td>
</tr>
<tr>
<td>1985</td>
<td>169.33</td>
<td>1.23</td>
<td>170.56</td>
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<tr>
<td>1986</td>
<td>172.34</td>
<td>1.84</td>
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<tr>
<td>1987</td>
<td>242.93</td>
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<td>251.32</td>
<td>3.61</td>
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<tr>
<td>1990</td>
<td>326.49</td>
<td>3.60</td>
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</tr>
<tr>
<td>1991</td>
<td>341.85</td>
<td>4.53</td>
<td>346.38</td>
</tr>
<tr>
<td>1992</td>
<td>370.36</td>
<td>5.04</td>
<td>375.40</td>
</tr>
<tr>
<td>1993</td>
<td>407.23</td>
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<td>445.15</td>
<td>5.25</td>
<td>450.40</td>
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<td>1995</td>
<td>489.65</td>
<td>5.76</td>
<td>495.41</td>
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<tr>
<td>1996</td>
<td>538.62</td>
<td>6.33</td>
<td>544.95</td>
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<tr>
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<td>593.01</td>
<td>6.61</td>
<td>599.62</td>
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<tr>
<td>1998</td>
<td>769.80</td>
<td>7.27</td>
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<tr>
<td>2000</td>
<td>680.71</td>
<td>7.95</td>
<td>688.66</td>
</tr>
<tr>
<td>2001</td>
<td>648.80</td>
<td>10.20</td>
<td>659.00</td>
</tr>
</tbody>
</table>

_Source: Annual Statistical Report, Deptt. of Tourism, Lucknow_
There has been a steady increase in the number of domestic tourists visiting Uttar Pradesh except in the year 1985, 1986, 1999, 2000 and 2001.

The Tourism Development Policy has been framed in Uttar Pradesh under which Tourism is being developed in the following nine Circuits. Buddhist, Bundelkhand, Braj (Agra-Mathura), Awadh, Vindhya, Water Cruise, Jain Shrines, Sikh Panth and Eco-Tourism.

The principal aims and objectives may be listed as under:

1. To publish and circulate literature which highlights features of sport tourist interest and cultural and historical importance and other associated details, and make such literature available to tourists both foreign and domestic;

2. To maintain the historical, religious and cultural traditions of Uttar Pradesh and to promote them;

3. To provide cheap, clean and satisfactory facilities to tourists in matters of transport, accommodation, food and recreation;
4. To earn income including foreign exchange;

5. To contribute their share in the removal of poverty by accelerating local economic growth;

6. To help in the removal of regional disparities by developing tourism in rural and remote areas.

7. To enhance and encourage the participation of the private sector in efforts of the State Government for providing necessary facilities to domestic and international tourists;

8. To promote regional national integration by attracting persons from different regions, speaking different languages and adopting different customs;

9. To promote youth tourism;

10. To encourage the home tourists by providing cheap accommodation, and to increase facilities for the budget tourists; and

11. To organised cultural shows on occasion of different fairs and festivals and seminars with a view to attracting more and more tourists.
U.P. Tourism Policy Redefined

The Chief Minister of Uttar Pradesh announced a new tourism policy for the state in a well attended meeting in The Federation of Indian Chambers of Commerce and Industry (FICCI) auditorium, New Delhi on January 10, 1999. All were very impressed by the liberal and progressive policies announced by Uttar Pradesh and the package of incentives announced for hotels and other tourism units. The highlight of the incentives announced by Uttar Pradesh and other significant features of the new policy are detailed below:

• Tourism has been given the status of industry and government orders will be issued to accord all benefits of industry to the eligible tourism units.
• Luxury tax will be exempted for a period of 5 years on all new tourism units/hotels.
• Sales tax (now called trade tax in U.P.) exemption for hotels and restaurants (in hotels) for a period of 5 years.
• U.P. Finance Corporation and PICUP will extend loans to tourism related activities.
• Upto 3-star hotels will be allowed to be built in residential areas.
• Free lease of Government land adjoining hotels and other tourism units for beautification and landscaping.

• Hotels and tourism units which have independent 33/11 K.V. feeders will be exempted from power cuts for a period of 5 years.

• Setting up of tourist police and stationing of five Chetak Gypsies at Agra and Varanasi in the first phase.

• Providing for single table, single roof facility for clearance of all permissions and licences at State and District level.

• Setting up a Coordination Committee called 'Friends of Tourism' for inter departmental coordination under the Chief Secretary.

• Setting up of District Tourism Councils as societies under the Charitable Trust Act to enable them to raise and spend funds. Grants will also be given to them by the Tourism Department.

• 15% capital investment subsidy, with a maximum of Rs.7.50 lacs for eligible heritage hotels.

• 10% capital investment subsidy with a ceiling of Rs.5.00 lacs to tourism units investing in specified Circuits for approved projects.
• Area Development Funds to be set up for major tourism centres. The Agra Heritage Fund has already been set up with initial seed capital from the State Government.

• Identified of major thrust areas.

• A master plan would be prepared for providing quality services and ensuring integrated development and marketing of all the Circuits.

• Creation of a special fund to finance state of the art tourist infrastructural facilities in each Circuit.

• Co-operation of private sector and NRIs for financing projects at various tourist places.

• Increasing the number of approved hotels in the State from 80 to 300 and the bed capacity from 5,000 to 15,000 in the next decade.

• Raising the level of foreign tourists arrival to the State from 7.2 lakh to 30 lakh per annum and domestic tourists arrival from 360 lakh to 1000 lakh.

• Investment of Rs. 10,000 crores at current prices to be made in tourism industry from the public and private sector in the next decade in the State as against Rs. 350 crores per annum at present.
• Provision of additional employment to 5 lakh persons directly and to another 50 lakh persons indirectly in the State in the next decade.

• Provision of attractive tax benefit package for the tourism units. They would get the same benefits as are given to the industrial units in the State.

• Exempting hotels from the levy of luxury tax below a rental of Rs.1000/-, facility of exemption/deferment from levy of luxury tax to the new recognised tourism units for a period of five years from the date of commencement of operations. Exemption/deferment of levy of entertainment tax to new ropeways for a period of five years, exemption/deferment of trade tax on restaurants in the new recognised tourism units for a period of five years. Compounding system to assess the levy of entertainment tax on tourism units for the display of television programmes in their rooms using the services of a Cable operation or through a Dish Antenna

• Exemption from trade tax and entertainment tax on all units recognised under the paying guest scheme with a capacity of upto five rooms (maximum ten beds) and
exemption from entertainment tax to all existing and new amusement parks U.P.F.C. and PICUP will extend loans to tourism projects.

- Tourism Self Employment Scheme with financial assistance of upto Rs. 10.00 lacs for all kinds of tourism related outlets including small hotels and restaurants.
- Beer bar licences will also be granted to recognised private hotel units having restaurant facilities, apart from units of ITDC and UPSTDC.
- The procedure to get various approvals will be simplified and the criteria to assess luxury tax will be rationalised.
- Necessary infrastructure facilities will be developed through private-public partnership and special importance would be given to facilitate investment by NRIs.
- Priority to develop basic infrastructure facilities viz. roads, aviation services, rail, surface and water transport assured electrical supply, telecom facilities, drinking water, sewage facilities and accommodation.
- New products like yoga, spiritual, ayurveda, naturopathy, adventure sports, water cruises, film
locales, diverse cuisines, traditional attire, village life etc. will be developed to attract more tourists.

- Eco-tourism will be promoted in hills, forests and water bodies.

- A Heritage hotels subsidy scheme with a subsidy of 10% and ceiling of Rs. 7.5 lakh will be introduced to encourage the conversion of private heritage building into attractive accommodation facilities.

- Restoration of ancient places, havelies, buildings and forts will be undertaken in the State.

- A Capital Investment subsidy scheme with an incentive of 10% and a ceiling of Rs. 5.00 lakh will be introduced to attract more investment in tourism sector.

- For effective co-operation between various departments and to solve problems faced by the entrepreneurs a "Paryatan Mitra" committee will be constituted headed by the Chief Secretary.

- District Tourism Promotion Councils will be constituted as a registered society in all the districts of the State to promote local initiative for the development of tourism.

- Establishment of a Hospitality Management Institute at Varanasi.
• A special "Research Cell" and a "Mahotasav Cell" will be set-up in the directorate of tourism to facilitate collection of data, analytical research and better conduct of festivals.

• Effective marketing will be arranged through participation in domestic and international travel trade conferences, fairs and world tourism marts and by organising an 'Uttar Pradesh Show' every year in some foreign countries.

• An awareness campaign about tourism will be launched in the major tourist centres of the state with the help of the NGO's and travel trade. Uttar Pradesh tourism has started a new scheme this year to advertise through the electronic media.

There have been some further relaxations in respect of the luxury tax. The tax will now be only on room charges and not on Food and Beverage and other charges. The applicability will also be on actuals and not on the published room rates. Separate orders on most of these incentives, including the single-roof, single table facility are being issued by the Government of Uttar Pradesh.
Measures to setup UP Tourism

Uttar Pradesh has the largest number of tourist destinations that are religious, cultural, historical and rich in natural beauty. Uttar Pradesh Tourism Corporation has published literature giving all information about these places. This literature is available at its Head Office, and other Regional Offices, at a nominal cost. Such literature can be sent by post also, provided the interested persons/parties bear the postal charges.

It arranges package tours through its registered agencies. Itinerary and tariff details are available on its website. The citizens can contact its Head Office or Regional Tourist Officer or UPTOURS (the travel division of Uttar Pradesh Tourism Corporation) to get information and have the bookings arranged.

Its hotels at almost all important places provide comfortable accommodation at affordable rates. There is facility of advance booking also. The list of hotels and their tariff is also available on the website. Bookings can be made at the Advance Reservation Centres in cities
namely Mumbai, Delhi, Chennai, Kolkata, Chandigarh, Ahmedabad.

Efforts have been made to arrange high standard accommodation in hotels through the private sector, also and for this a rational tax structure is in place. The Department is trying to provide accommodation at affordable rates to pilgrims at the religious places.

In case tourists face any harassment of any kind at any tourist place, they can lodge their complaint at the Regional Tourist Office or send their complaint to the Head Office by E-mail/Fax. The complaint will be looked into immediately and feed back on the action taken, made available to them.

It has set up a special Tourist Police force comprising of ex-servicemen, which will tackle the problem of harassment/exploitation by the local touts and anti-social elements.

To ensure transparency in administration, a special cell has been set up at the Head Quarter. In case any person wants to see files of the department, he can do so on payment of the stipulated fee. It also invites tenders
for various jobs from time to time. It also organises festivals at different places throughout the year. All such press releases and advertisements are published in newspapers and such information can also be had from the website.

Uttar Pradesh is set to attract more tourists. It is the most populous state in India and receives maximum number of foreign tourists visiting India and is next only to Andra Pradesh in domestic arrivals.

Realizing the potential of tourism industry in Uttar Pradesh, the Government of Uttar Pradesh has launched a new tourism programme. Its emphasis is on planned infrastructure development and integrated product marketing. In each Circuit Development Committees will be established and a master plan will be designed. More emphasis is being given on middle class tourists and pilgrimage.

An awareness campaign relative to tourism had been launched in the major tourist places of the state with the help of the NGO's and Travel Trade. Uttar Pradesh Tourism has initiated a new scheme this year to advertise through the electronic media. A major campaign had been
launched to popularise Uttar Pradesh Tourism products through various electronic media.

Overseas marketing for Uttar Pradesh tourism had been reoriented with the help of Government of India Tourist offices abroad. Publicity material on U.P. Tourism had been published in foreign languages and distributed through these offices.

Keeping in view the importance of information technology (IT) and the electronic media, U.P. Tourism had been prepared 8 to 10 films on its major products in various tourism Circuits during ‘Visit India Year’ (The Millennium Year). These films had been released in a sequence. CDs and VHS cassettes of these films had been made available for marketing through overseas offices and in the domestic market. Efforts had also been made to get these films telecast through various television agencies including Doordarshan.

Uttar Pradesh Tourism will have Circuit based advertisement campaign and will also have a few general themes to advertise in print media. Each campaign will be based on a predesigned media plan.
Uttar Pradesh Tourism has launched its website and is preparing a CD-ROM. This website would be hyper linked with all major sites which can increase accessibility. Efforts will be made to provide on line information and booking service to the tourists, through this website and also E-mail. A CD-ROM on Uttar Pradesh Tourism had been released during the Visit India Year (The Millinnium Year) and had been made available in markets the world over. E-mail address: upstdc@lwl. vsnl.net.in. One can also visit its web site at www.up-tourism.com for an up to date of required information.

An Ayurveda Week was organised in May '99 to popularise the traditional health care system. Ayurveda believes in the treatment of not just the effected part but the individual as a whole. Thus it is the best treatment to eliminate all toxic imbalances in the body and the natural way to refresh oneself. Thus it becomes easier to regain resistance and good health. It perceives human body as an integral system and goes beyond systematic relief. It is based on the belief that if body, mind and soul work in harmony human beings will have long active and fruitful
life. The programme is designed for the benefit of domestic tourists.

The Indian Railways has a plan to start a Buddha Luxury Train in collaboration with the Uttar Pradesh Government. On the tune of 'Palace on Wheels', this train will be fully equipped with comforts and facilities par excellence. There will also be a BAR in addition to two Dining Cars. The facilities of postal Service, Safe Deposit, Exchange of Foreign Currency, Telephone will be available in this train. Fully equipped with 5-star facilities, the train will complete its journey upto Lucknow in one week via Agra, Allahabad (Kaushambi), Gaya (Rajgiri Nalanda), Patna (Vaishali), Varanasi, Gorakhpur (Lumbini, Kushinagar, Kapilvastu).

Uttar Pradesh tourism has developed an International Convention Centre at Agra with the help of the private sector.

The Department of Tourism of Uttar Pradesh has been participating in national and international conference/seminars. The Department of Tourism, Uttar Pradesh also organises tourism presentation/seminars at various places in India and abroad. During 1997-98 such presentations
were held at New Delhi, Mumbai, Varanasi, Chandigarh, New York, Chicago, Frankfurt and during 1998-99 they were held at New Delhi, Kolkata, Mumbai, Ahmedabad, Chennai, Hongkong, New York, Chicago and Madrid. Such seminars were well represented by the organisations, and entrepreneurs associated with tourism industry. This helped in projecting Uttar Pradesh as a target region for travel trade.

Special propaganda would be launched to attract domestic tourists to Uttar Pradesh. This aim will be achieved by organising trade presentations, road shows etc. in important towns of the country.

Uttar Pradesh Tourism is already collaborating with CII (Confederation of Indian Industry) and FICCI (The Federation of Indian Chambers of Commeres and Industry) to promote its products and to encourage investment. Special sessions will be arranged with the representative of CII, ASSOCHAM and FICCI to make investors aware of the incentive available.

Special projects have been launched for the development of infrastructure in the Vindhyachal region, Chitrakoot region, Bundelkhand and Ayodhya region.
On occasion of The Millennium Year, celebrations tourism had been successfully publicised to attract foreign tourists to commemorate the beginning of the New Millennium Year on full moon night on New Year Eve at Agra in December 1999.

An International Travel writer’s convention had been organised in Uttar Pradesh. This was a two week programme in which 5 to 7 major destinations of Uttar Pradesh had been visited by the writers. 15 writer from foreign languages and 10 from different Indian languages had participated on that occasion.

Two water sports centres have been developed one at Lucknow and the other at Roorkee. Boat clubs have been opened at Allahabad and Lucknow and another run between Chunar and Varanasi.

In order to assure tourist and to build confidence relating to safety and security, Uttar Pradesh Tourism with the help of the Police Department has started services of tourist police at major places like Varanasi, Agra, Haridwar etc.

Nande Raj Jat the traditional pilgrimage of goddess Nande, wife of Lord Shiva, which is organised after every
12 year, was organized in 2000. This attracted a large number of tourists.

It was in the year 1997-98 when construction of wayside amenities was launched in various places of the state along with the flood light of Fatehpur Sikri, Agra Fort and a light and sound show at Agra Fort. Major improvements were made in the facilities for the yatris on Char Dham Yatra and Kailash Man Sarover Yatra routes. Funds were provided to improve facilities at existing units of the Uttar Pradesh State Tourism Development Corporations at Haridwar, Bareilly, Moradabad, Agra, Jhansi, Balrampur and Sonauli. In order to boost pilgrimage tourism infrastructure development programmes costing Rs. 17.50 crores were launched for Ayodhya, Varanasi, Vindhyachal and Braj Sectors.

Year 1998 –99 was revolutionary for Uttar Pradesh tourism. A record plan allocation of Rs. 50 crores for plain areas alone was made to initiate a large number of activities relating to basic infrastructure, beautifying tourist centres, refurbishing and beautifying monuments and to launch promotion facilities.
Schemes to develop Patan Bird Sanctuary near Agra and Samaspur, Sandi Bird Sanctuary near Lucknow had been launched to provide more attractions near major tourists destinations. Other major projects taken up in 1998-99 included improvement of Kesi Ghat at Mathura and ghats at Varanasi, beautification of Chaukhandi Stupa at Sarnath, construction of a Tourist meditation Complex at Varindavan other development undertaking included. Parikarma Road in Varanasi, improvement of facilities at Vindhyachal, refurbishing of Baruasagar Fort in Jhansi, flood lighting of monuments at Sarnath and ghats at Varanasi and Mathura, Completion of Ram Kathe park at Ayodhya, Qaiser Bagh Heritage Zone in Lucknow, Ramgarh Tal Tourist Complex at Gorakhpur, a Yoga and Ayurveda centre at Haridwar and development of Bundelkhand and development of shilpagram at Agra.

“Ayodhya package” was an important announcement of the Department of Tourism, sanctioned at a cost of about Rs 21 crores, This project consists of setting up an Ayodhya Nidhi Terth Yatri Niwas, Rain Basera and various other works relating to tourism development, beautification and provision of public amenities.
Under the Buddhist Circuit plan, development of place of Buddhist interest is being carried out with the cooperation of OECF (Japan)

Keeping in view the international importance of Agra a Heritage Fund with a corpus of Rs 4.56 crore had been set up for preservation of environment and development of basic facilities. Apart from this efforts are being made to open Taj Mahal in the night for tourists. The Railway Ministry has also agreed to start “Passage to India” a luxury train, on Mathura – Agra – Corbett, Lucknow route.

Investment Opportunities in U.P

Uttar Pradesh offers a range of exciting options. Each of which is profitable, rewarding and satisfying investment. Choose from: Hotels, resorts, wayside amenities, amusement parks, rope-ways, catering and hotel management institute, golf courses, drive in theatres, heritage hotels, camping sites, tent colonies, manufacturing/marketing of equipment for trekking, river rafting, hand gliding, angling, skiing etc. Infect each of these aspects are related and together constitutes scope for
fruitful investment. This is a progressive approach and should help the State in attracting new investment in hotels and other tourism units. The effective lowering of hotel rates due to lower taxation and provision of additional incentives and infrastructure facilities in the State would certainly help in attracting more tourists. To enjoy unaccountable kilo metres of scenic splendour, centuries of historical legacies, it is essential to provide cosy accommodation facilities to the foreign and domestic tourists. The Uttar Pradesh State Tourism Development Corporation Limited (UPSTDC) offers a host of accommodation options studded with heart-warming facilities at every bend- tourist bungalows nestled in forests; budget hotels/motels at the centre of the city and midway complex on the highways.

Once in Uttar Pradesh the luxuriant rooms drain off all your fatigue. The jiffy room service makes one feel like the privileged one. The appetising plate of traditional cuisine transcends you to the times of Darbars and Baithaks. The vintage of bars have the toast that suits ones mood perfectly. To further make sure that ones stay in Uttar Pradesh is a memorable one, UPSTDC, has a tariff
card that doesn't make a dent in ones wallet. Just look at
the holiday budget once again, chances are the 'U.P.
Break' will fit the bill. So, make a detour to Uttar Pradesh,
the land of lots of adventures, fun and relaxation.

Tourism for Socio-Cultural Environment

Although there has been an increasing penetration of
tourist contact and culture due to the influx of foreign
tourist, the people of this region still retain most of their
native cultural values. Tourism tends to affect social
change through foreign contacts. The impact is on both
foreign, domestic tourist and local inhabitants. It tends to
widen people interest in world affairs and diverse cultures.
This is a favourable development. However, the World
Council of Churches has some reservation. According to is
an excessive number of tourist can generate social strains
in small and unsophisticated communities.

Cultural tourism covers different aspects of travel
whereby people learn about each other's way of life and
thought. It thus plays a major role in strengthening
national as well as international goodwill and understanding.
The socio cultural attractions of Uttar Pradesh are manifold, such as: fairs and festivals; arts, crafts and painting; folk lore and folk traditions; educational and commercial institutions, places of historical, religious and archaeological interest.

Uttar Pradesh is rich in culture, both of the folk variety and the classical. The classical form of dance, the kathak, flourish in Lucknow and other centers of the state. Young girls and boys come to the state from all over India and abroad to learn the art from the great masters. The popular form of dance and song persists in nautanki and the annual Ramlila which is celebrated with a great fervour all over the state generally in the month of October during the autumn navratre. The entire story of Ramayana is brought before the people by professional as well as amateur artists for nine nights and on the tenth day the tall states of the demonking Ravana, his brother Kumbhakarna and son Meghanada are burnt and a dazzling display of fire works follows.

The genius of the artisans and craftsmen is apparent in their creations. Their worn hands deftly seem to infuse life into cold stone, wood and metal. Along side the much
famed marble inlay creations one will also find on display a plethora of other crafts such as wood carving from Shaharanpur, brass and other metal ware from Moradabad, hand woven carpets from Bhadohi, blue pottery from Khurja, chiken embroidery from Lucknow and silk sarees from Varanasi to name a few.

The multidimensional life style and vigour of the people of Uttar Pradesh is reflected in the colorful vibrancy of their fairs and festivals. Whether it's the village, still steeped in tradition, or the town, tentatively modern, an awareness of one’s roots is deeply ingrained in each and is outwardly manifested through festivities the year round. Fairs and festivals are celebrated with traditional gaiety and fervour to invoke divine blessing as well as for the sheer joy of living. To understand the regional character, customs and traditions, perhaps the festivals are the best media.

Karand Mela (Haridwar), Latthmaar Holi of Braj, Mandati Ramlilas (Ayodhya), Varanasi Ramlila, Rathka Mela (Vrindavan), Nag Nathaiya Leela (Varanasi) Ramnavmi Mela (Ayodhya), Devi Patan Mela (Tulsi Pur) Kumbh Mela (Allahabad), Kampil Fair (Kampil),
Bateshwar Fair, Kailash Fair (Agra), Deva Mela at occasion of urs Haji Waris Ali Shah (Barabanki), Sravan Jhula Mela (Ayodhya) Shakambhari Devi Fair (Shakambhari), Dadri Mela (Balia) Kartik Poornima and Lolark Shasthi (Varanasi) are the most important festivals and fairs of Uttar Pradesh region which attract large numbers of domestic as well as foreign tourists. These colorful cultural features attract tourists from far and near. The main purpose of these fairs and festivals is not only to attract and amuse but also to enlighten the tourists on the character of the art, culture and folk lore of Uttar Pradesh.

Experiencing the richness of the delectable cuisine of Uttar Pradesh is a joy in itself. You can savour the unique flavour lent to the cuisine by ‘Dunm Pukht’ cooking in earthen pots over slow heat. You can relish the richness of Mughlai cuisine that tantalised the palates of kings and exeperors.

**Role of Infrastructure for Development of U.P Tourism**

The State Government had laid emphasis on providing the necessary tourism infrastructure through the
public sector. However, with the fast changing economic scenario there was need to involve the private sector in the development of tourism infrastructure and adopt an approach that would ensure the best possible utilization of resources of the state in the long run. This generation of infrastructure will not only cater to the needs of the tourists but also create direct and indirect employment. The tourism policy takes note of the above and provides a comprehensive package of incentives/facilities to the private entrepreneurs for rapid development of the tourism infrastructure in the State.

There is always a strong correlation between infrastructure available and the number of tourists expected to arrive. Until and unless the required infrastructure is in place tourists should not be invited to visit a destination. It is obvious that building of basic infrastructure and staffing of it are the first priorities for development of tourism in Uttar Pradesh. A number of measures have now been taken to provide adequate infrastructural facilities for tourism promotion in Uttar Pradesh.
Railway, road and river transport development are major infrastructure items. These have been dealt with later in this chapter.

Accommodation constitutes the most significant segment of the infrastructure facilities for tourists in a country. Accommodation is of two types:
(a) Organised accommodation, which includes hotels and resorts (b) supplementary accommodation, which would include private guest houses, tourist bungalows, youth hostels forest lodges.

The new tourism policy seeks to increase the number of approved hotels from 50 to 300 in the state of Uttar Pradesh and number of available beds from 500 to 1500.

Modern tourists often prefer fast and comfortable journey so that less time is consumed during the travel. Uttar Pradesh has four domestic airports such as Agra, Kanpur, Lucknow, and Varanasi but has no international airport. However, the commencing of international air service operated by the Indian Airlines from Lucknow to Sharjah is a significant happening and proved to be a bonanza for tourism in Uttar Pradesh. More tourists are expected to avail of this facility. For increasning the
number of tourists in Agra, Varanasi and Lucknow, special efforts are a foot to provide national and international air services to these cities. Uttar Pradesh Tourism Department had requested the Government of India to permit landing and taking off facility, in the night to foreign chartered airplanes at Agra airport, also to convert airport of Agra, Varanasi and Lucknow into international ones by adequately developing them and connect Dehra Dun by air service with Delhi, Agra, Varanasi, Kolkata etc. Arrangement of domestic flight between Goa, Jaipur and Agra is sought. Also to extend Kolkata bound flight from South East Asia to Varanasi and connect Varanasi to Chennai and Colombo. Air services from Lucknow to Tehran, Dubai, Abudhabi and Tashkant are also contemplated.

**Mode of Finance for Infrastructure Development**

Since most of the tourist attractions and delivery systems are within the purview of the State/ UT Governments, a large part of the Central Government investment for the improvement and creation of tourist facilities is channelised through the State Governments on
a cost sharing basis. The state Governments generally meet the cost of land and its development while the central department meets the cost of construction etc. This method of central assistance has been continuing since the second five year plan and is most popular with the State Governments. It is found to be very useful in achieving a co-ordinated development of tourist facilities; The schemes assisted through this method include; construction of budget accommodation Tourist Complexes, Yatri Niwases, wayside amenities, forest lodges, tented accommodation, Tourist Reception Centres etc; refurbishment of monuments and heritage buildings; development of special tourism areas, pilgrim centres and other centres identified for intensive development; development of adventure and sports tourism facilities; sound and light shows and floodlighting at monuments; promotion of fairs, festivals, rural craft melas and production of literature and publicity material.

A new method of funding by way of grant in aid towards project cost was introduced during 1992-93. As per the scheme, 28 per cent of the project cost is provided by the Central Government and 12 per cent is provided by
the State Government. The balance 60 per cent has to be raised as loan from financial institutions or banks. This method of funding is applicable to bankable projects requiring large investments. It is expected that the State Government would be able to mobilise more resources from financial institution for investment in tourism projects through this method. In the initial years, the State Government did not show much interest in this method of funding, as they were generally not interested in availing loan facilities for putting up developmental projects. It was, therefore, proposed to reallocate a major part of the funds provided for the scheme to normal funding schemes. The remaining budget was proposed to be used to meet the committed liabilities in respect of already sanctioned projects. However, some of the State Governments became aware of the significance of the scheme and came up with new project for financial assistance. The scheme is, therefore, being continued along with the normal funding scheme. All bankable projects with substantial financial requirements are funded under this scheme while the developmental projects not requiring heavy investments are funded under the normal scheme.
The State Government desirous of availing central assistance prepare a list of projects proposed to be taken up during a particular year and discuss the same with the Central Department of Tourism during the beginning of each financial year. On the basis of these discussions, a number of projects which confirm to the norms of approved schemes and useful from the point of view of tourism are short listed or prioritised.

The State Government / Union Territory Administrations are required to submit the project proposals in prescribed ‘C’ form along with following documents

(i) Estimates, prepared/ vetted by the CPWD / State PWD (approved Civil Engineering Wing), as the case may be.

(ii) Description about the tourist centre along with tourist traffic for the previous years, facilities already available, if any and full justification for creation of the proposed facility.

(iii) Location map of the proposed project along with tourist map of the state.
(iv) A certificate to the effect that the developed piece of land is readily available and the same is in possession of the State Government (State Tourism Department) and the land/title of the land will be transferred in favour of Government of India free of charge and free of cost. The certificate should also indicate the exact location of land with site measurement, name of the place and district, etc. along with an undertaking in prescribed format from the State Government, as given in 'C' form.

(v) Blueprints, drawings, details of the proposed facilities to be created with rate per sq. m. and estimated cost of each of the facility.

The projects and proposal received with the above details are scrutinised with reference to the norms of approved schemes, their desirability and availability of resources. The projects satisfying the existing guidelines are then approved for financial assistance.

The actual releases against the sanctioned projects are made in 3 to 4 instalments. The first instalment is normally released as an advance and the subsequent instalments are released on submission of utilisation
certificates in respect of the funds already released. The total release made to any State Government in a year thus depends upon the efficiency of the state in executing the project.

Projects related to Transport Activity

The Department of Tourism has a number of prestigious projects lined up for implementation, which are aimed at an all round development of the transport sector in the state both institutionally as well as a service sector industry.

The area of coverage includes bus station management, development of inland water transport, establishment of a Research & Training Institute, Computerisationn and Networking of the Department, introduction of Integrated Mass Rapid Transport System in Lucknow and Kanpur, and preparation of a comprehensive Transport Plan for the Agra-Taj Trapezium Area, to safeguard the world heritage site of Taj Mahal from the ill-effects of vehicular pollution.

In view of the rapidly growing vehicular population and travel demand in the twin cities of
Lucknow and Kanpur, the department has embarked on the plan of providing an Integrated Mass Rapid Transport System in these cities. The preliminary study for both cities had been conducted by Rail India Technical & Economic Services (RITES), a Ministry of Indian Railways undertaking.

Based on recommendations forwarded in the study report, two separate Steering Groups have been constituted for each city under the chairmanship of the Divisional Commissioner. Both have agreed upon the preliminary proposals regarding the implementation of MRTS contained in the Study Report. It had also been proposed by the two groups that an Apex Body, under a full time Executive Head be constituted, which would be responsible for the planning, finance mobilization, preparation of Detailed Project Report (DPR) and its implementation.

A brief outline of the proposals forwarded is given hereunder:

**Lucknow**

A total cost of Rs 1483 crores is envisaged in the establishment of the following infrastructure;
Light Rail System from Sarojni Nagar to Telco factory, Length: 26.9 kms, Cost: Rs 1261 crores.

Rail corridor from Lucknow Junction to Malhaur Length: 20 kms, Cost: Rs 169 crores

Inland Water Transport on river Gomti from Gaughat to Gomtinagar, Length 10 kms, Cost: 8 crores

Kanpur

A total cost of Rs 443 crores is envisaged in the first phase for the establishment of the following infrastructure;

Rail Corridor 1: Mandhana to Kanpur Central via Kalyanpur, Rawatpur, Anwarganj (18.7 kms on NER)

Rail Corridor 2: Panki to Dhakkanpurwa via Govindpuri (9.66 kms on NR)

Bus Corridor 3: Dedicated busway from Rawatpur station to Bhingwan via Ambedkar Road, Mall Road, Canal Road (19.6 kms)

Computerisation & Networking of the Transport Department

In order to computerize all its functions and records, the Department had retained the Government of India
undertaking NIC to implement the project in the transport department. NIC has done the study to ascertain the hardware and software requirements for the 72 regional and sub-regional offices located in the plains of UP. A total cost of Rs 12 crores has been estimated for this project.

In the first phase, the Transport Commissioner's office at Lucknow, the Regional Transport Office (RTO) at Lucknow, ARTO offices at Unnao and Lakhimpur have been computerised. The second phase of computerisation will cover 11 other offices, out of which the transport offices located at Moradabad, Meerut, Noida and Ghaziabad are being taken up immediately.

The requisite software being used for the various functions like registration of vehicles, issue of permits, enforcement, pollution control, technical fitness of vehicles, collection of Road Tax, Goods Tax and Passenger Tax etc, has been developed by NIC. The hardware is being procured by NICSI, which is a subsidiary of NIC.

The cities of Agra, Mathura, Fatehpur Sikri and Ferozabad together constitute the Agra-Taj Trapezium
area, which is important in view of the growing industrialization within the area, and its close proximity to the national capital New Delhi. It is also a world heritage site since the Taj Mahal is located here.

The requirements of an integrated transport system have to be identified in this area for which detailed studies have been conducted by RITES at an estimated cost of Rs 36 lakhs. The Government of India's Ministry of Urban Development will bear 40 % (Rs 14.40 lakhs) of the cost of this study while the UP state government will bear the remaining 60% (Rs 21.60 lakhs). The study has been completed, and the recommendations have been communicated to the implementation agencies.

**Inland Water Transport**

The Government of India has declared the Allahabad-Haldia section of the river Ganga as National Waterway No 1. The Inland Waterways Authority of India (IWAI) is the apex body that is responsible for the development and maintenance of the National Waterways, while the responsibility of cargo movement
through the IWT is also shared by the Central Inland Water Transport Corporation (CIWTC), Kolkata.

As far as the development of IWT in UP is concerned, the Department of Transport had forwarded the following proposals to the Government of India for initiating IWT in the state:

<table>
<thead>
<tr>
<th>River</th>
<th>Section</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ganga</td>
<td>Allahabad to Kanpur</td>
<td>250 kms</td>
</tr>
<tr>
<td>Jamuna</td>
<td>Allahabad to Mathura</td>
<td>500 kms</td>
</tr>
<tr>
<td>Gomti</td>
<td>Lucknow to Aurihar</td>
<td>300 kms</td>
</tr>
<tr>
<td>Ghagra</td>
<td>Faizabad to Ballia</td>
<td>300 kms</td>
</tr>
</tbody>
</table>

Out of these, the proposal for IWT on river Ghagra has been taken up and the preliminary hydrological study, as well as the detailed techno economic and transportation study has been conducted, which indicates strong possibilities for the development of IWT on this section. As a next step, the DPR for infrastructure development and subsequent IWT operations on river Ghagra has to be prepared, for which an agreement with RITES is being actively considered by the Govt.
Simultaneously, the UP IWT Rules had framed under the Indian Steam Vessels Act, 1917 which will govern the registration and operation of all motorised water vessels sailing in the state's rivers.

As a part of the introduction of MRTS in Lucknow, the development of IWT on river Gomti from Gaughat to Gomtinagar barrage, is also covered in the project. This is aimed at providing an alternative and eco-friendly urban transport mode to the commuters of Lucknow.

**State Transport Research & Planning Institute (STRAP)**

In order to cater to the various demands that the road transport industry is faced with in areas like research, studies, data generation and dissemination, training of personnel, and quality certification etc, the Government of Uttar Pradesh has decided to establish a scientific and modern institute in the field of road transport. Consequently, the State Transport Research and Planning Institute (STRAP), has been registered under provisions of the Societies' Registration Act, with the following objectives:
• To promote and establish a scientific and modern research, planning and development institute in the field of road transport.

• To create and establish all necessary infrastructure, both in terms of equipment and expertise, in various facets of road transport and allied subjects, including for study and research.

• To undertake studies and consultancy services the Central and State Governments, Public and Private Sector undertakings and allied industries.

• To impart training to officers and staff engaged in road transport organisations.

• To establish a Data Center and library, and to publish journals, periodicals and research papers on related subjects.

• To organise seminars, workshops, lectures and conferences etc on various related subjects with the purpose of educating and training of transport personnel as well as the user public.

• To provide testing and trial facilities, and quality certification of machines, equipment and spare parts being used in the transport sector.

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The Detailed Project Report (DPR) of STRAP has been prepared by RITES, which envisages the requirement of Rs 18.64 crores for the establishment of STRAP.

**Bus Terminal Authority (BTA)**

The state of Uttar Pradesh has about 88000 Kms of motorable roads, out of which 22323 Kms are nationalised. The UPSRTC is operating about 7500 buses on nationalised routes, while the private sector is engaged in operating about 22000 buses on the remaining road length. Whereas the private sector is catering to an estimated 65 crore passengers, the UPSRTC’s annual share of passengers is about 40 crores.

As far as passenger amenities in terms of bus stations is concerned, the UPSRTC has 417 bus stations out of which 242 are housed in its own buildings, while the remaining 175 are located in rented premises. In the private sector also, there is a need to establish a chain of bus stations for private buses.
In view of the lack of passenger amenities in the private road transport sector, and their inadequacy in the UPSRTC, the state transport department mooted the idea of establishing a Bus Terminal Authority of UP (BTA), which would work as an independent body for the operation, maintenance and development of bus stations in the state - both for the private and public sector. The decision to establish BTA has been taken by Government of Uttar Pradesh.

The objectives of Bus Terminal Authority will be to construct and establish a viable, and well-managed bus station network in the state, to bring all existing bus stations under the unified command of BTA and to facilitate the operation of both private and public transport vehicles from these bus stations.

"Discover Your Roots" Scheme

Of the numerous schemes of the Uttar Pradesh Department of Tourism described in some detail in the next chapter 4, mention needs to be made, here and now, of the "Discover Your Roots" Scheme launched by the department. It is a novel scheme, aptly named as "Discover
Your Roots” in which the Department on receiving inquiries from NRI’s, Britishers and others whose ancestors had once lived/worked in Uttar Pradesh, will make efforts to locate their places of birth, origin through the letters, school certificates, passports, land records and through personal inquiries. The Department will also provide all necessary facilities in India for their visit to such places where they would be accorded a warm traditional welcome. It would be a great event for them to meet old acquaintances or their descendents. To get to see the remnants of the house where their forefathers or ancestors lived, schools they visited, wells where they bathed, fields which they tilled and temple/mosque/church where they prayed would be a nostalgic experience for them. The NRI’s, whose roots are discovered and could also be named after them, may adopt the birth place, villages of their forefathers for development activities, thus immortalizing the memories of their forefathers for all times to come. The Department of Tourism, calls upon all such Non Resident Indians and nationals of their countries interested in India to send their queries with all details.
It is anticipated that they cherish a desire to visit the motherland of their ancestors, acquaint themselves with the heritage and see the present day living conditions of India. They also presumably crave to see those particular places where their forefathers lived before they migrated. As their ancestors migrated more than 100 years before, the present generation sometime knows very little about the birth places of their ancestors. They do not have proper documents also to trace the place of their origin as quite a few of these original migrants were illiterate. Through their toil and labor, they or their children have now acquired places of importance in political, social and business circles of the countries of their migration.

‘Discover Your Roots’ Scheme, it seems, has already taken its roots deeply among the NRIs, British and others, whose ancestors had once lived/worked in Uttar Pradesh. As soon as this novel scheme hit the website, queries begun to pour in. One such query was of Mr. Mahadeo Prasad residing in 8928, 210th St Queens Villa, Queens Village New York 11427, U.S.A. He informed that his forefathers had migrated from some village near Gurbakhshganj in Distt. Raibereli. Working on this
information the Uttar Pradesh tourism immediately did the necessary research work and found the place and even located some family members of Mr. Prasad. After getting this pleasant news, Mr. Prasad is now planning to visit Uttar Pradesh in the near future.

Another novel scheme is the Special Package Ganga - Varanasi Tourist income's. Twenty percent of the income emanating from the implementation of the scheme is given to the Little Stars School established by Asha Pandey to provide free education for 75 poor and deprived children of Varanasi aged 4-14 years.

For successfully promoting tourism in as large a region as Uttar Pradesh, the Uttar Pradesh Tourists Development Department has divided the state into the following nine Circuits: Buddist Circuit, Bundelkhand Circuit, Braj (Agra - Mathura) Circuit, Awadh Circuit, Vindhya Circuit, Water Cruise Circuit, Jain Shirines Circuit, Sikh Panth Circuit and Eco-tourism Circuit.

These Circuits are dealt in some detail in the next Chapter Four.
Chapter - 4

Tourism Circuits in Uttar Pradesh
Chapter-4

Tourism Circuits in Uttar Pradesh

Introduction

In the preceding Chapter-3 a bird's eye view, though in some detail, has been presented of tourism in Uttar Pradesh drawing attention to the states tourism potential, trend, policy approach and development problems.

As already stated Uttar Pradesh is the largest state in India both areawise and populationwise. From the point of view of effective tourist development in the states administrative convenience as also needs of regional development, it was imperative to adopt a regional approach. Accordingly, the survey of the course of tourist development has been presented Circuit wise in this Chapter of the thesis. Each Circuit has its own features and attractions.

The nine ‘Thurst Circuits’ identified are: (1) Buddhist Circuit (2) Bundelkhand Circuit (3) Braj (Agra-Mathura) Circuit (4) Awadh Circuit (5) Vindhya Circuit (6) Water Cruise

* The source of reference of this chapter are indicated in detail in the Bibliography appended at the end of the thesis.

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Circuit (7) Jain Shrines Circuit (8) Sikh Panth Circuit and (9) Eco-tourism Circuit. Details of each Circuit are spelt out in the succeeding pages beginning with the Buddhist Circuit.

The detailed descriptions presented are for the benefit of both the domestic foreign tourist and serve as an illuminating guide. The account could enlighten the foreign tourist to satisfy his curiosity, for instance he has certainly heard of Buddha. The text makes it a point to draw attention to facts and places of likely interest of the tourists, whether, domestic or foreign.

**Buddhist Circuit**

Uttar Pradesh is dotted with monuments and relics, legends and history extolling the virtues of this ancient religion of Buddhism. At Piprahwa (old Kapilvastu), Buddha spent his youth in palaces and riches as Prince Siddhartha. At Sarnath he preached his first sermon and it was at Sravasti and Kaushambi he preached regularly. It is claimed that Sankisa Buddha descended from Heaven along with Brahma and Devraj Indra at Kushinagar where he finally attained 'Mahaparinirvana'.
Kushinagar

History and Importance

'Kushinara' was the ancient name of Kushinagar during the Buddha period. It was the tribal capital of 'Mallas' and was one of the sixteen 'Mahajanapadas' of ancient India. Once, Lord Buddha said, "Anand! Don't call it to be a small town. Previously it was a very fascinating and prosperous town. I have died here six times and it is the seventh time, when I am going to pass away here." When Lord Buddha turned 80, he had predicted on 'Magh Purnima' day (as per the Indian calendar) at Vaishali that exactly after three months, he would pass away. On this given date, he arrived at Kushinagar in 543 BC; preached his last sermon and in the last hour of the night, he attained 'Mahaparinirvana'. He asked his closest disciple Ananda to inform the 'Mallas', who had gathered in large numbers to attend his last sermon – "Now, O Brothers, I do remind you, all component things are subject to decay. Work for your salvation in the right earnest."

His dead body was laid in state for six days; cremation was done on the seventh day by his disciple Mahakashyap at Mukutbandhan (present Ramabhar) Stupa. After cremation, the 'ashes' were divided into 8 parts. 'Mallas' constructed a big
Stupa over the ashes, where Buddha had passed away. They also constructed another Stupa at the cremation place. Later, Ashoka, the Great, had also renovated and constructed Stupas here. The Chinese travellers, Fa Hien and Hieun Tsang have also mentioned 'Kushinara' in their travelogues. Kushinara continued to be a living shrine till the 12th century AD and was thereafter lost into oblivion.

In modern times, Dr. Hamilton of the East India Company discovered the ruins in 1811-12 AD but had no idea about them. In 1861-62 AD, Lord Cunningham visited Kushinagar and later, his assistant, Mr. Carlleyle carried out extensive excavations and exposed the main Stupa and also discovered a 6.10 m long statue of a reclining Buddha in 1876. Ven. Chandra Swami, a Burmese monk, came to India in 1903, got possession of the 'Mahaparinirvana' temple and made it into a living shrine.

The Main Stupa

The Stupa was excavated and completely exposed by Carlleyle in 1876. It was then a huge mass of brick work in a tottering condition, representing the core of what must once have been a grand structure, which, inclusive of its pinnacle, may once have reached the height of nearly 45.72 m. The
operation revealed, at the top of the filling, some carved bricks and a copper coin of King Jayagupta, below which, at a depth of nearly 4.27 m, was discovered a small circular brick chamber, containing a copper plate which was the text of the Nidana Sutra in Sanskrit and concluded with the statement that the plate had been deposited in the Nirvana-Chaitya by one Haribala, who also installed the great Nirvana statue of Buddha in the temple front. The vessel was found to contain some silver coins of Kumargupta, a Gupta emperor of the 5th century AD. In 1927, the Stupa was restored completely out of donations of U Po Kyu and U Po Hlaing of Burma. Inside its drum a small chamber, representing a miniature replica of the original Stupa, was constructed at a height of 6.10 m above the ground level. On the 18th of March, 1927, this chamber was ceremoniously closed, in the presence of 16 Buddhist priests headed by Rev. U Chandra Swami, with numerous objects of gold, silver and copper, and a copper plate inscription was deposited inside recording the facts and circumstances of the discovery and identification of the monument and the site by the A.S.I.
The Nirvana Temple

The temple stands on the same plinth as the main Stupa behind it. The ruins of this temple and the reclining Nirvana statue inside were discovered by Carlleyle in 1876 AD. The statue measure 6.10 m in length and is executed out of one block of sandstone of mixed reddish colour probably from Chunar. It represents the sleeping Buddha reclining on his right side with his face turned towards the west. It is placed on a large brick pedestal with stone posts at the corners. The western side of the pedestal facing the entrance bears sculptures representing three human figures, each carved in the shallow niche cut into a solid block of stone. The figure to the extreme left represents a female in mourning with long hair and crouching forward in grief with her hands resting on the ground. The figure to the extreme right is indistinct, but may represent male or female also in grief, as indicated by the head resting on the right hand.

The central figure represents a man sitting cross-legged with back turned towards the spectators. Right below him is an inscription datable to the fifth century AD recording that 'the statue was the appropriate religious gift of the Mahavihara Swami Haribala'.

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In May, 1955, a committee was appointed by the Government of India for the improvement of sites connected with the life of Buddha for the ensuing 2500th Buddha Jayanti celebrations. As a result thereof the present temple was constructed in 1956. Visiting Hours: 06.00 to 17.00 hrs.

The Cremation Stupa (Ramabhar)

It is the site of the Cremation Stupa or the 'Mukutbandhanchaitya' of Buddhist tradition. Lord Buddha was cremated here. This site is about 1.5 km east of the Main Temple on the Kushinagar-Deoria Road. In 1910, excavation attempts were made by Hirananda Shastri. He exposed eastern parts of the mound and discovered that it represented an unusually large Stupa with a huge circular drum, 34.14 m in diameter, resting on a circular plinth, consisting of two or more terraces, and 47.24 m in diameter at the base. Hundreds of clay seals, with the usual Buddhist formulae inscribed on them were found in the excavation. From the archaeological study it is evident that this monument had undergone changes by repairs and renovations. In 1956, the entire basement of the Stupa was exposed.
There seems to be no doubt that, like the Main Stupa, this monument also commanded great sanctity and was likewise surrounded by subsidiary monuments such as minor Stupas or shrines, partly revealed in the excavation of a small portion of the area close to its south-east. Touching its basement was found a building of large bricks, representing an expansive rectangular hall of uncertain purpose and resting on a plinth of smaller bricks. The other excavated ruins represented the usual minor Stupas raised by pilgrims from time to time.

The Matha-Kuar Shrine

Very near to the Main Temple, is the Matha Kuar Shrine, wherein a colossal statue of Buddha is installed, locally called Matha-Kuar. The statue measures 3.05 m in height and is carved out of one block of the blue stone of the Gaya region to represent Buddha seated under the Bodhi-Tree in a pose known as the 'Bhumisparsh Mudra' (earth touching attitude). On the base of the statue an inscription, much effaced and thus not completely readable but otherwise datable to the 10th or 11th century AD. The statue was broken into two pieces and was repaired and restored to its original shape in 1927. This shrine is not an independent structure but forms part of a much larger
building, representing a monastery which measured 34.75 m externally. It consisted of a central open court surrounded by corridors on all the four sides, which in turn faced the usual row of rooms. It is believed that after cremation of Buddha the ashes-relics were distributed into 8 parts here itself.

**Ruins and Brick Structures**

They are located around the Nirvana Temple and the Main Stupa. The ruins are of different sizes and are the remains of monasteries and structures raised from time to time in the ancient period.

**Meditation Park**

A Meditation Park has been developed behind Main Nirvana plantation of saal trees. It had been undertaken to provide a natural feeling of Buddhist ambience.

**Indo-Japan-Sri Lankan Temple**

Built recently, it is marvel of Buddhist architectural grandeur of modern times.
Museum

This museum belongs to the Department of Culture, Uttar Pradesh Government, and is very near to the Main Temple. The museum galleries are full of ancient items like seals, statues, potteries of Buddha period. Visiting Hours: 10.00 to 17.00 hrs.

Other Temples


Pawanagar (Fazil Nagar)

It is about 22 km east of Kushinagar on National Highway No.28. It is believed that Lord Buddha, while going to Kushinagar from Vaishali, stopped here to accept meals from one of his disciples, 'Chund'. Here, he ate mushrooms and developed dysentery which caused his death at Kushinagar. It is also believed that the 24th Tirthankar of the Jain sect, Swami Mahavir Jain also passed away at this place. A Jain Temple, memorial and park are there at Pawanagar.
Sun Temple

This temple is in Turkpatti which is about 17 km away. Here, excavations were carried out in 1981 in which a statue of the Sun God was discovered of yellow stone. It is believed to be 1600 years old. Another statue, 0.87 m long of the Sun God was also discovered of blue stone which is said to be 1200 years old.

Festivals

Every year on the date of Buddha Purnima (April/May), a three-day Buddha Festival is organised, which is a great attraction for the visiting tourists.

Miscellaneous Information

Gorakhpur is a convenient base for visiting Kushinagar (51km); Kapilavastu (148km); Lumbini (Nepal 175km) and Sarnath (Varanasi 266 km). There are very good trains and bus connections from Gorakhpur for almost all major cities of India. Taxis are conveniently available here for excursions.

In case one is interested in having peace and tranquillity to forget all the miseries and monotony of life, this is the only
place where you get all. The air smells of the celestial spirit and is surrounded with bliss. So take a trip to Kushinagar and feel the difference.

Kapilvastu

Identified today with ancient Kapilvastu, modern Piprahwa lies at a distance of 29 km from Siddharthnagar. Kapilvastu was the ancient capital of the Sakya clan whose ruler was the father of the Buddha, for which reason the Buddha is also referred to as the Sakamuni. The Sakya domain was one of the sixteen independent principalities of the 6th century BC.

Prince Gautam, as the Buddha was then known, left his palace in Kapilvastu at the age of 29, and revisited it 12 years later, long after he had attained enlightenment.

Today, Kapilvastu comprises of several villages, chief among them being Piprahwa and Ganvaria. A large stupa stands at the ancient site which is said to have housed the bone relics of the Buddha. The presence of these relics are testified by an ancient Brahmi inscription discovered at Piprahwa. The ruins of the palace are spread over a large area. Other places of interest are:

Stupa

This is the main archaeological site which was discovered during excavations in 1973-74. The seals and inscriptions over the lid of a pot read "Om Deoputra Vihare Kapilvastu Bhikshu Mahasanghasa" and "Om Deoputra Vihare Kapilvastu Bhikshu
Sanghasa. The title Deoputra refers to Kanishka, a great patron of Buddhism who built the biggest Vihare at Piprahwa and renovated the main stupa here.

**Sarnath**

The Buddha came to this hamlet, 10 kms. North-East of Varanasi, to preach his message of the 'middle way' to nirvana after he achieved enlightenment at Bodhgaya. Later, the great Buddhist emperor Ashoka erected magnificent stupas and monasteries here.

Sarnath was at its peak when the indefatigable Chinese traveller Fa-Hien visited the site early in the 5th century AD. When Hiuen Tsang, another Chinese traveller, dropped by in 640 AD, Sarnath had 1500 priests, a stupa nearly 100 m high. Ashoka's mighty stone pillar and many other wonders. The city was known as the Deer Park, after the Buddha's famous first sermon. 'The Sermon in the Deer Park.'

Soon after, Buddhism went into decline and when Muslim invaders destroyed and desecrated the city's buildings. Sarnath became little more than a shell. It was not until 1836 when British archaeologists started excavations that Sarnath regained some of its past glory. It's now a major Buddhist centre.

Most of Sarnath's monuments are set in landscaped gardens, making it a pleasant place to spend half a day. During the Buddha Purnima Festival in May, Sarnath celebrates the birth of the Buddha with a big fair and a procession. Although you may; be able to arrange to stay in some of Sarnath's
monasteries, you'd be better off going to Bodhgaya or Dharamsala if you are interested in studying Buddhism.

**Sravasti**

Sravasti, capital of the ancient Kosala Kingdom is sacred to Buddhists because it is here that Lord Buddha performed the greatest of his miracles to confound the Tirthika heretics. These miracles include Buddha creating multiple images of himself, and have been among the favourite themes of Buddhist art.

Sravasti was an active centre of Buddhism even in the Buddha's lifetime. The Buddha himself spent many summers here, and delivered important sermons. It was here that Anathapindaka built, in the garden of Prince Jeta, a large monastery for the reception of the Buddha. Later, several shrines and other monasteries arose at this sacred spot. Sravasti has been identified with the remains at Saheth-Maheth on the borders of the Gonda and Bahraich districts. It is situated on the banks of the River Rapti. Several inscriptions confirm this. The remains unearthed testify to the flourishing condition of this sacred spot in the Gupta period.

**Maheth**

This covers an area of about 400 acres, and has been identified with the remains of the city proper. Excavations have exposed the massive gates of the city, ramparts and also the ruins of other structures, which testify to the prosperity of
ancient Sravasti. The Sobhanath Temple is located here. Pakki Kuti and Kacchi Kuti were probably Buddhist shrines before they were converted into Brahmanical temples.

**Saheth**

Saheth, covers an area of 32 acres, and lies about a quarter of a mile to the South-West of Maheth. This was the site of the Jetavana monastery. This area was sanctified by the Buddha's association. It become an important place of pilgrimage, adorned with numerous shrines, stupas and monasteries. The stupas belong mostly to the Kushana period, while the temples are in the Gupta style. The remains date from the Mauryan era (3rd century BC) to the 12th century AD, when Buddhism was waning in India. One of the earliest stupas, probably dating to the 3rd century BC contained relics of the Buddha. A colossal statue of the Buddha was also found and may now be seen in the Indian Museum, Kolkata. The Emperor Ashoka visited Jetavana, and the Chinese pilgrim Hiuen-Tsang mentions two Ashokan pillars at Sravasti.

**Devi Patan Temple**

One of the most important Shaktipeeth in the entire region, it is revered by Hindus especially from Nepal.
Gorakhpur

Most travellers happily pass straight through Gorakhpur on their way to or from Nepal. This is hardly surprising since the city is infamous for its annual plagues of flies and mosquitoes and even the local tourist office candidly tells visitors 'there are no sight' in the Gorakhpur'. The city is, however, the headquarters of the North Eastern Railway and is a useful rail junction.

Gorakhpur is named after the Sage Yogi Gorakhnath. The temple that bears his name is a couple of kilometres north-west of the city centre and is worth visiting if you have time to fill in between transport connections. The city is also home to well-known Hindu religious publishers Geeta Press. A visit to their office will result in a pile of invaluable English language books being offered to you with titles like 'How to lead a household life'. These make excellent presents to friends back home with a sense of humour.

Siddharth Nagar

In Naugarh tehsil of Siddharth Nagar district Piprahwa is identified through recent excavations, with Kapilavastu, the capital of the Sakya clan and the seat of Suddhodana's capital. This was the place where the Buddha spent his childhood grappling with the overwhelming and puzzling problem of human existence, of sufferings, diseases, old age pain and death. It was here that he decided to renounce the sensual pleasures of life, the power of the ruler, the comfort and
security of family life to take up the mendicant's bowl in his quest for enlightenment.

**Azamgarh**

There are not many places of tourist interest for the religious or otherwise, but still few of them attract the people to visit them.

**Mau**

There are not many places of tourist interest or for the religious purpose or otherwise, but still few of them attract the people to visit them. The larger fort in the district is that of Ghosi, built by Raja Ghos. Traditions also give some support to the belief that the district was included in the ancient kingdom of Ayodhya. Maunath Bhanjan, an important centre of hand woven, cotton textiles in Uttar Pradesh is also visited by a large number of tourists. Pakri Pewa tal situated at a distance of about four miles from Ghosi, the tehsil headquarters, is a picnic spot in this district.

**Deoria**

It is 21 kms. from the tehsil headquarters and 124 kms. from Allahabad. Many of the archeological remains have been found in Deoria and the adjoining village Bhita which is situated on a high mound, about 450 m. in length. The excavations of 1910-11 and 1911-12 say the place as a site of prehistoric settlement. To the South-West are the remains of a great square fort. The remains of seals of ivory, bronze, stone
and sealings of clay, coins of Kushan emperors and of Avanti, Kausambi and Ayodhya kingdoms, copper and earthenwares, vessels, terracotta statuettes and figurines in the dress of the time, personal jewellery and ornaments and stone implements have been recovered from the excavations made here.
The romance of Bundelkhand is still alive today. Rugged forts and palaces- the legacy of its chequered past, echo with tales of valour and chivalry and bear a silent testimony to the resplendence of an era long gone by.

Bundelkhand, which emerged from the mists of history during the rule of the mighty Chandelas in the 9th century AD, governed the destiny of Central India for nearly three hundred years. The Bundelas who came to power six centuries later were also to command influence in this region. Bir Singh Ju Deo (1605-1627 AD), a favourite of the Mughal Emperor Jehangir, was a powerful ruler. Centuries later during the turmoil of 1857, Bundelkhand produced another charismatic leader, the young, valiant Rani Laxmibai of Jhansi- who led her troops into war against the might of the British.

The area once known as Bundelkhand is today identified with the districts of Jhansi, Lalitpur, Jalaun, Hamirpur, Banda and Mahoba in Uttar Pradesh, Sagar, Chattarpur, Tikamgarh, Panna and Damoh in Madhya Pradesh and parts of Gwalior, Datia, Shivpuri and Chanderi.

Bundelkhand is certainly worth a visit today, for it has much to offer- magnificent monuments, ancient religious sites, little hill retreats hidden treasures waiting to be explored- ideal for a unique holiday of discovery and fun.

For a tourist the convenient itinerary for Bundelkhand begins from Delhi, from where one can start for Gwalior
proceeding to Jhansi - Orchha - Khajuraho - Mahoba - Kalinjar - Chitrakoot - Allahabad and back to Delhi. From Jhansi one can also choose the alternate route Jhansi - Matatila - Mahoba - Lalitpur - Deogarh - Chanderi - Datia - Sonagiri - Gwalior and Delhi.

From eastern India one can start from Kolkata go via Varanasi and Allahabad, stepping into Bundelkhand through Chitrakoot moving on to Mahoba - Khajuraho - Jhansi - Gwalior - Delhi and back to Kolkata. From western India, starting from Bombay, a convenient itinerary would be Bhopal - Deogarh - Lalitpur - Jhansi - Orchha - Khajuraho - Mahoba - Chitrakoot - Allahabad and back to Bombay.

For visitors from the South, Bhopal - easily accessible from Hyderabad, Chennai, Bangalore or Thiruvananthapuram- would be the ideal start for a visit to this area. An interesting route to choose would be via Bhopal to Deogarh - Lalitpur - Jkhansi - Orchha - Khajuraho - Mahoba - Chitrakoot - Jhansi and back.

**Jhansi**

Jhansi is a major transport hub for the north of Madhya Pradesh (MP) and is the most popular transit point for Khajuraho. Though it is actually in Uttar Pradesh.

The walled city and the headquarters of district and the Division of the same name, revives memories of that heroic young Rani Lakshmi Bai, who led her force into battle against the British imperialism during 1857-58. The city was founded by Raja Bir Singh Deo who built its fort on a rocky hill in 1613
A.D. It is very well connected with rails and roads from all sides. The present township of Jhansi extends beyond the old wall which has ten gates and four Khirkis (entrances).

Places of tourist interest in Jhansi city are Rani Mahal; Jhansi Fort and Government Garden. Rani Mahal, the residence of Rani Lakshmi Bai, with a good collection of exquisite sculptures of ninth to twelfth century has been turned into a museum by Archaeological Survey of India. It remains open from 8.00 am. to 5.00 am. Jhansi Fort, is another place of interest. It belonged to the great Rani Lakshmi Bai. It remains open for public on Sundays from 8 am. to 5 pm. without any entrance fee. Government Garden, Narain Bagh and Rani Lakshmi Bai park are the other places which attract the visitors to the place.

Around Jhansi

Barua Sagar

24 km from Jhansi, on the route to Khajuraho, Baruasagar is the historic spot where the battle between the Peshwa’s troops and the Bundelas was fought in 1744. This is where Joti Bhaub, the elder brother of Maharaja Madhuji Scindia was killed.

The place is named after the Baruasagar Tal, a large lake formed about 260 years ago, when an embankment was erected by Raja Udit Singh of Orchha. A fine, old fort built by him, picturesquely situated on an eminence, commands an excellent view of the lake and the surrounding landscape.

To the north-east of the lake are ruins of two old Chandela temples. Built of granite, the older one is known as
Ghughua Math. Nearby is the later Gupta period temple known as Jarai-ka-Math. It is dedicated to Shiva and Parvati. The eastern side of its shikhara is lavishly ornamented with massive stone sculpture.

**Parichha**

Parichha Dam, built on the River Betwa, is about 25 km from Jhansi on the Jhansi-Kanpur National Highway No.25. Its reservoir - a placid stretch of water that runs to Notghat bridge, 34 km away, is ideal for water sports. The whole area is rich in scenic beauty, surrounded as it is with farmland and unbroken stretches of woods. Water sports are a popular feature during the weak-long celebration of the Jhansi Festival held in February-March every year. Parichha with its large water body and idyllic surroundings holds the promise of an unforgettable holiday, not only for adventure seekers and anglers but also for picnickers.

**Todi-Fatehpur**

The fort covering an area of 5 acres, is built on a hillock and is surrounded by three massive stone walls. It is divided into 4 main parts- the oldest and the uppermost being Gusain Mahal, the next being 'Ranwas', the third, Rajgarh Palace and the fourth the Rangmahal Palace, which is a splendid four storeyed building embellished with paintings on the walls and ceilings.
Samthar

Samthar lies at a distance of 66 km from Jhansi and 13 km from Moth. Formerly called Samshergarh it is now known as Samthar. It was an independent principality under the great Gujar warriors of the 17th and 18th centuries. Chandrabhan Bar Gujar and his grandson Madan Singh, governors of the state of Datia, and credited with the creation of the independent state of Samthar.

Deogarh

Just 23 km from Jhansi, Deogarh lying in the present district of Lalitpur, is of great antiquarian, epigraphical and archaeological importance, and has figured in the history of the Guptas, the Gurjara-Pratiharas, the Gondas, the Muslim rulers of Delhi, of Kalpi, the Marathas and the British.

Deogarh is situated on the right bank of the Betwa, at the western end of the Lalitpur range of hills. The cliffs immediately overhanging the bank rise to a height of 300 feet and form a long steep ridge of red sandstone. The river takes a deep curve to the west at this juncture and passes through the extremely picturesque country side. The water of the river is deep green here and a small island clad in rich verdure, located in the middle of the river, lends an added charm to the site. It is an ideal and virgin location for shooting of films.
Amroha which is the headquarters town of the tehsil is famous for mangoes and a particular type of fish whereas Sambhal has an extensive mound, the ruins of buildings. It gives a site of an ancient place known as Kot. On the ruined wall of this Kot there still hangs a 'pat' (a big size grinnstone) which is said to have been tossed by Malkhan (cousin of Alha and Udal). This in fact shows the strength of Malkhan and is a worthseeing place. The Vishnu temple at Sambhal which finds its mention in the Ain-e-Akbari is another worthseeing places. It is a celebrated temple of God Vishnu and is one of the 68 "Tirthas" (sacred places of pilgrimage) and 19 bathing places. Other tourist attraction place are:

Dashavatār Temple

The fine Vishnu temple at Deogarh belonging to the Gupta period, popularly known as the Dashavatār Temple is the earliest known Panchayatan temple of north India. The terraced basement above the high temple plinth is adorned with a continuous row of sculptured panels. A highly carved doorway with Ganga-Yamuna figures lead to the sanctum or garbhagriha. Three big rathika panels set in the side walls have Vaishanava mythological scenes carved in high relief- the Gajendra moksha panel, Nara-Narayan tapasya and the Anantshayi Vishnu. The Dashavatār Temple at Deogarh is noted for being the first northern Indian temple with a shikhara or spire. Only the lower part of the shikhara remains today.
Around Deogarh

Chanderi

A town that is famous for its gossamer Chanderi saris has also some of the finest examples of Bundela Rajput and Malwa Sultanate architecture. A magnificent Mughal fort dominates the skyline of this interesting old town.

Among the sights here are the Koshak Mahal, an old palace said to have been commissioned by Mahmud Khilji in 1445, the Badal Mahal Gate- a victory arch, the imposing Jama Masjid, the Shahzadi ka Rouza, a building with decorative arches and the Parmeshwar Tal.

Mahoba

Mahoba is the most important town in this district from historical point of view. Mahoba, like other Hindu towns of renown is believed to have existed since the most remote time. In Chand Burdai's poem the town is mentioned as Mahatsa or Mohatsnagar. The town is associated with the history of Chandela who ruled the Bundelkhan. The tank and temple at Rohilla 3 kms. south-west of the city were built by the first king Rohillya. Kakra Maths of Shiva character situated near Madan Sagar, is a place of tourist interest. In the bed of Madan Sagar are the ruins of an old building known as the Summer House of Chandel Kings. The temple of the tutelary deity of the Chandellas stands on the northern bank of the Madan Sagar.

On the top of a hill near Kirat Sagar another remarkable monument of same period is the tomb of Jalhas Khan, an officer
of Jaichand of Kannauj who came to arrest Bramha in his war against Prithviraj and was slain at the passage of Betwa.

Mahoba also boasts of a number of Jain and Buddhist shrines. An account of Mahoba in the Chandela period would not be complete without a mention of its magnificent lakes. To bear the testimony are Kirat Sagar, Madan Sagar, Kalyana Sagar and Vijai Sagar.

**Temples And Other Monuments**

Near Madan Sagar is the famous granite Shiva temple known as Kakramath, built in the Khajuraho style of temple architecture. The Madan Temple dedicated to Vishnu also stands nearby. On an island in the lake stands Majhari, the ruins of another Vishnu temple. Along the northern embankment is an old Chandela fort known as Qila Mismar along with the ruins of Parmal's Palace. The celebrated Maniya Devi Temple, the massive stone pillar known as Deewat or Alha-ki-Gilli and the Dargah of Pir Mubarak Shah, the tomb of a Muslim saint from Arabia, who settled in Mahoba in 1252 AD, also stand in the fort area.

A roofless, granite-pillared baradari, known as Alha's Baithak, stands on the south-east end of the embankment. A tunnel nearby is said to lead to the fort by the side of Madan Sagar. Near the southern end of Madan Sagar are located the temple of Bari Chandrika Devi, the Shiva cave temple of Katheshwar and on the adjoining hillock, 24 rock hewn images of Jain Tirthankaras.
A Sun Temple, among the rare few still to be found in northern India, is located at Rahila Sagar. Though in a ruined state, it is still an excellent example of Chandela architecture. It is also a marvellous film locale.

**Kunds**

Besides the tanks, Mahoba has two famous Chandela period kunds (pools) lined with granite slabs in a reverse pyramid shape. Ram Kund is located to the west of Madan Sagar, while Suraj Kund is near Rahila Sagar. Both originally served as havan kunds (pits for sacrificial fires) for the great yajnas performed by the mighty Chandela rulers.

**The Gorakhgiri Hill**

The hill where Guru Gorakhnath resided with his disciple Sidho Dipak Nath is dramatic with massive granite rocks, perched atop one another in a wild and striking manner. A huge, carved Gajantak Shiva figure in the foothills can also be seen. The spot is ideal for picnics and climbing excursions.

**Chitrakoot**

Chitrakoot, the celebrated pilgrimage town is 6 km south of Karvi and 72 km south-east of Banda district on the road to Allahabad.

A tranquil retreat, it is located on the northern spur of the Vindhyas. Chitrakoot, 'the hill of many wonders' is a gift of nature and the gods. A city with more than legendary significance, it was the abode of Lord Ram and Sita for eleven
years when in exile, the place where Sage Atri and Sati Anasuya meditated, the divine spot which saw the incarnations of Brahma, Vishnu and Mahesh. This holy city, the abode of the gods, is set in sylvian surroundings on the beautiful River Mandakini. It is dotted with innumerable temples and shrines today.

**Gupt Godavari**

19 km from Chitrakoot, the Gupt-Godavari is a tiny rivulet flowing into the tanks at the end of an underground cave. It is believed that Lord Ram and his brother Lakshman held court in the cave, which has two natural throne-like rocks.

**Sati Anasuya**

13 km from Chitrakoot, the Sati Anasuya Ashram is located further upstream. It was here that Atri Muni, his wife Anasuya and their three sons (the three incarnations of Brahma, Vishnu and Mahesh) are said to have meditated. The Mandakini is believed to have been created by Anasuya through her meditation. A winding road through densely wooded hills leads to the spot.

**Sphatik Shila**

This unique and most picturesque spot is located on a huge rock. It is said that Lord Ram and Sita used to sit here and enjoy the scenic beauty of the place.
Janaki Kund

3 km from Chitrakoot, this cave over the Mandakini has always astounded visitors. It is said that Sita took her bath at this spot during her stay at Chitrakoot.

Hanuman Dhara

Located on a steep hillside, it is approachable by a flight of 360 steps. Here, the waters of a spring tumble over an image of the Lord Hanuman.

Kamadgiri

2 km away from Chitrakoot, lies Kamadgiri- a place of prime religious significance. A forested hill- it is skirted all along its base by a chain of temples and is revered even today as the holy embodiment of Ram. The Bharat Milap Temple is located here, marking the spot where Bharat is said to have met Ram, to persuade him to return to the throne of Ayodhya. Many worshippers even today perform the holy parikrama, the ritual circuit of the sacred hill, to ask for a boon or a blessing.

Ram Ghat

One km from the city, the ghats that line the banks of the River Mandakini reveal ongoing religious activity. Here, amidst hymns and the sweet fragrance of incense, holy men in saffron robes sit in silent meditation or offer the solace of their wisdom to the countless pilgrims who converge here. With the very first rays of the sun that gleam upon the river, Ram Ghat stirs into life. Devotees of all ages take the ritual purifying dip in the
waters and invoke the blessings of the gods. The activity builds up to a crescendo of colour and to spontaneous expressions of faith through the day. The evening 'Arti' at Ram Ghat is a unique experience for the devotee as well as for the tourist.

Around Chitrakoot

Sitapur

Located on the left bank of Paisuni, Sitapur is intimately connected with both Chitrakoot and the sacred hill of Kamtanath, which is just 2 km to the south west of the town. Pilgrims first bathe in the Paisuni River at Sitapur and then move on to do the parikrama of Kamtanath. Originally the town was known as Jaisinghpur. In 1739 AD, Aman Singh, Raja of Panna gave Jaisinghpur to Mahant Charan Das, who changed its name to Sitapur in honour of Sita.

Ganesh Bagh

Located 11 km from Chitrakoot, on the Karvi-Devangana road, near the Banki Siddhapur village, is Ganesh Bagh. Here an exquisitely carved Shiva temple, ruins of a residential palace and a seven storeyed baoli built during the reign of the Peshwa Vinayak Rao, stand in mute testimony to the splendid forms of art and architecture that once flourished in this area.

Rajapur

Just 38 km from Chitrakoot, is the village where Swami Tulsidas, the illustrious poet of Ram Charit Manas, was born.
Bharat Koop

18 km from Chitrakoot lies Bharat Koop believed to contain the holy waters of the sacred rivers brought by the younger brother Bharat, to celebrate the rajyabhishek (coronation) ceremony of Lord Ram.

Kalpi

Situated at a distance of about 35 km east of Orai, between Jhansi and Kanpur on the National Highway 25, Kalpi is linked by metalled roads with Jalaun, Hamirpur and Rath.

Kalpi is believed to have been originally founded by Kalib Dev, a ruler of the area in ancient times. One of the eight great forts of the Chandelas, the earliest authentic mention of Kalpi is found in the annals of its capture by Qutb-ud-din Aibak in 1196. After this Kalpi saw long days of struggle for its possession- not only by the Sarqi kings of Jaunpur, but also by the successive rulers- Daulat Khan Lodhi, Hoshang Shah of Malwa, Behlol Lodhi and Babar. Under Akbar, Kalpi became the 'gate of the west' and the starting point for expeditions to Central India. In the 17th century, the famous Bundela chief Chhatrasal made Kalpi his stronghold. Rani Laxmibai of Jhansi also held possession of the fort for some time. Finally it fell into the hands of the British in 1857.

The principal remains at Kalpi are the tombs of Madar Sahib, Ghafur Zanjani, Chol Bibi and Bahadur Shahid and the great enclosure commonly known as the Chaurasi Gumbaz, attributed to the Lodhis.
The Chaurasi Gumbaz is built of blocks of rubble set in lime mortar. The whole building is divided into square spaces, rather like a chess board, by eight lines of pillars that are linked by arches and topped by a flat roof. The rather dilapidated structure has a lofty dome that rises to a height of 60 feet. Its architectural style and stucco ornamentation clearly reveal its Lodhi origin.

Around Kalpi
Rampura

59 km from Jalaun, Rampura was once a small principality under the Kachhwaha Rajputs of Jalaun and their ruler Raja Ram Singh. The fortified palace of Rampura which is about 350 years old, is a massive handsome structure, well worth a visit.

Jagmanpur

9 kms from Rampura, Jagmanpur, once the headquarters of the Sengar Rajput clan under Raja Rup Shah, also houses a large masonry fort. The confluence of five rivers nearby, known as the 'Panch Nada' is an added attraction for the tourist.

The two forts can be visited with due permission from the owners.

Kalinjar

280 km from Jhansi, this town and the fort, which have had strategic importance since the earliest of times, are located in the ancient land of Jejakbhukti which is an integral part of
Bundelkhan. The fort, a stronghold of the Chandelas from the 9th to the 15th century AD, remained an invincible citadel, prized for its location, right upto the time of the Mughals.

During its eventful career, the fort was subject to numerous attacks and Mohammed Ghazni, Qutb-ud-din Aibak and Humayun, all invaded this stronghold of the Chandelas. It was Akbar who finally conquered it in 1569 and bequeathed it as a gift to Birbal, one of his 'nine jewels'. From Birbal it went to Chhatrasal, the legendary Bundela warrior and then to Hardev Shah of Panna. In 1812 it fell into the hands of the British. This fort with its romantic and extraordinary history is well worth a visit.

The township of Kalinjar was also once enclosed within a high rampart wall with four gateways, only three of which exist today. These are popularly known as the Kamta Dwar, Panna Dwar and Rewa Dwar.

**Kalinjir Fort**

Situated on a high hillock in the Vindhyan ranges, the fort was approached through seven gates or check posts before entering the main fort area. These splendid gateways are the Alam Darwaza or Alamgir Darwaza, Ganesh Dwar, Chandi or Chauburji Darwaza, Budha Bhadra Darwaza, Hanuman Dwar, Lal Darwaza and Bara Darwaza. Within the fort are the remains of two palaces, the Raja Mahal and Rani Mahal.

Among places of interest within the main fort area are Sita Sej, a small cave containing a stonebed and pillow for use of hermits; Patal Ganga the reservoir cut in rock; Pandu-kund,
where water trickles from the horizontal rock strata's crevices; Bhairon-ki-Jharia, with the colossal figure of Bhairon carved on the rock face - more popularly known as Manduk Bhairav and Mrigdhara or 'antelope's spring- a small pool in the inner chamber of the rampart, where reflected figures can be seen under trickling water. Koti Tirth and the Budha-Budhi Taal - said to possess great healing powers, are among the important pilgrim centres at Kalinjar. Other places of interest are the Nilkanth Temple built by Chandela ruler Parmardideva, with the rock-cut Swarga Rohan Kund, where in a niche stands the colossal 18 armed, 17 feet broad and 24 feet high figure of Kal-Bhairav, ornamented with a garland of skulls. The Vankhandeshwar Mahadev Temple located at the source of the Shivasari Ganga is also well worth a visit.

As a whole, the Bundelkhand region deserves to be visited at least once, to experience the distinctive features of the Chandelas and the sculptures of their times. One may not know that the whole of Khajuraho sculpture was chiselled in Deogarh from where they were transported to the present site. Though communication is a problem in certain areas, yet it is worth the trouble to visit these places. It is understood that the Uttar Pradesh, Tourism is in the process of starting conducted tours of these places for the convenience of the tourists. A joint venture by M.P. and Uttar Pradesh. Tourism in this sector could bolster tourism in this area. The best season is from September to March. Do not forget to carry a mosquito net or repellant, torch, candles and adequate film rolls to shoot at site.
**Banda**

Banda is the district headquarters. The places of tourist interest include Nawab Ali Bahadur's palace and other buildings in an open place. There is a beautiful tank on the road to Kalinjar. It is large sheet of water and is surrounded on all four sides by masonry tanks or flights of step leading to the water's edge. Beyond Nimmi Nullah lie the ruins of the well built fort and palace. The temples of Bameshwari Devi and Bameshwar Mahadeo are the oldest and the most celebrated temples of the town. The latter temple is said to have been set up by Rishi Bamdeo.

**Lalitpur**

It is the headquarters of the district situated on the Jhansi-Bombay section of the Central Railway. It is 56 miles to the south of Jhansi city connected with a metalled road which is national highway running from Jhansi to Sagar (in Madhya Pradesh). Other metalled roads connect it with Mahroni, Mandaura, Banpur, Deogarh and Tikamgarh (in Madhya Pradesh).

It is said to have been founded by Sumer Singh, Raja of south India, who named it after his wife Lalita. A tank in which he is said to have bathed and cured of the skin disease from which he was suffering, still bears his name. There are a few archaeological remains at Lalitpur, foremost being a small building known as Bansa which is said to have been Octroi office of the Muslim rulers. It has an inscription bearing the name of Firoz Shah Tuglaq, Samvat 1415 (A.D. 1358).
Lalitpur is well-known for its industries, the principal ones being the tanning of hides, sawing, shoe making, ironware, bone, metal and soap manufactures.

Rajapur

This township is associated with the great saint, poet Tulsidas, the writer of Ramcharitmanas who is said to have come to this place during the reign of Akbar and devoted himself to prayer and meditation. His house is still in existence in the town and contains a shrine and an old multilated manuscript of Ayodhya Kand of Ramcharitmanas. Recently a temple has been built here. A fair lasting for about ten days is held in Vaisakha and another in Kartika. The place is about 88 kms. from Banda and 29 kms. from Karwi.

State Museum

The Museum has collections of terracotta, bronzes, sculptures, arms, manuscripts, paintings and coins of gold, silver and copper. Closed on Mondays and second Sundays of every month. Visiting hour: 6th April to 30th June: -7.30 to 12.30 hrs., Ist July to 15th April: 10.30 to 16.30 hrs.

Braj (Agra - Mathura ) Circuit

It generated 2 million years ago when the Himalayas hunched out of the Tethys Sea and rose, towering, into the sky. At the southern feet of this mighty range, a broad valley sloped.
Melting snows from the high mountains poured into this valley and coursed through it in great rivers. Seasonal rains made the rivers flood every year spreading fertile soil, from the mountains, over their banks. When the brown waters receded, grass sprouted and greened these flood plains.

One of the oldest civilizations flourished in the Braj Bhoomi of which rich compliments are available in old scriptures. The Yadav was the dominating clan of this land who claimed descent from the legendary Raja Yadu. Although the capital city of this land, Mathura was a thriving centre of international trade and commerce, the land remained to be called the Braj Bhoomi because of its lush and green fields.

Drawing from such epics, embellished by folklore handed down, reverentially, through many generations, we learn that one of his descendants, Samundra Vijay, was the ruler of one of the two great cities that the Yadavas founded in the fertile plains of the Braj.

**Shoripur - Bateshewar**

Samundra Vijay's city, on the right bank of the sacred Yamuna River, was called Shoripur. This is where one of the major streams of Braj lore begins.

Today, the once glittering metropolis, Shoripur, has been reduced to a village. It is slightly more than 70 kms from Agra and it shares its fame with its neighbour, Bateshwar. In fact, in the eyes of most visitors and pilgrims, Bateshwar is the more important of the two villages.
The most striking feature of Bateshwar is its towering cliffs of clay and its impressive row of white temples strung out along the banks of the slow-flowing Yamuna River. In actual fact they have not been built on the holy stream's banks but atop an artificial embankment, or bund. It is more than likely that the course of the river changed because it threatened to erode the foundations of a brick fort reputedly built by the 17th century ruler, Raja Badan Singh of Bhadawar. The fort's impressive ruins still stand in Bateshwar-Shoripur.

The people of this part of the Braj believe that there are over a hundred temples in this area, most of them dedicated to Lord Shiva. While it is difficult to choose between the many temples, visitors with limited time should make it a point to see the principal temple dedicated to Bateshwarnath. In this shrine, built by Raja Badan Singh, the idol is shielded by a shimmering metal serpent. There is also the Panchmukheshwar with its five-faced idol, and the Pataleshwar and Jageshwar temples with still discernible paintings on their ceilings. The Pataleshwar also has a lamp-pillar or deepak stambh erected by a Maratha chief to commemorate his fallen warriors. The most ancient temple is that of Ban Khandi Mahadev: it was, reputedly, the first temple to be established in Bateshwar.

Of considerable interest too are the dwellings constructed into the clay cliffs of Bateshwar. Most of them were inhabited by men respected as sages: a tradition that goes back to the uncertain origins of Hinduism.

Restless searches for the meaning of life gave rise to many points of view, and varied lifestyles. The non-violent
faith of Jainism, for instance, relies on the teachings of its Tirthankars, spiritual guides who assist mankind to ford the river of existence. One of these revered, and selfless leaders was born in this place and there are two temples dedicated to him at the southern end of Bateshwar-Shoripur.

According to a document held by the Jains, Prince Aristh was a great grandson of King Shouri. Objecting to meat being served at the reception for his pre-nuptial ceremony, he renounced the world and lived in the jungles of Shoripur. There, on receiving enlightenment, he became Lord Neminath.

It would appear, therefore that this spiritual leader, too was a member of the pastoral clan of the Yadavas. Fittingly, the people of this area renew their links with their ancient heritage during the auspicious month of Kartik (October-November). For fifteen days a great cattle fair is held here and it attracts both buyers and sellers of livestock as well as an increasing number of tourists who like to interact with rural folk in Bateshwar-Shoripur.

Shoripur, as we have said, was one of the two great cities established by the descendants of Raja Yadu. When King Yadu's great-grandson Samundra Vijay reigned in Shoripur, his cousin Ugra Sen, ruled from Mathura. It has, in effect, become the capital city of Braj Bhoomi.

City of Lord

The humanity of Lord Krishna, and his warm and liberal life style, gave birth to a great tapestry of beliefs and traditions
often linked to the places associated with him. Prime among them, quite naturally, is the ancient town of Mathura.

**Mathura**

Mathura spreads across the right, or western, bank of the Yamuna River. Also on this side of Braj Bhoomi are Vrindavan, Govardhan, Kusum Sarover, Barsana and Nandgaon. Across the river, to the east, are Gokul, Mahavan and Baldeo.

As many of India's riverine towns are, Mathura is defined by its ghats; broad flights of landing steps leading down to the river. And the Yamuna, sister of Yama, god of death, and the daughter of Surya, the sun god, flows through the lives of the people of Mathura, so to say.

Every evening, at the historic Vishram Ghat, the river is worshipped with Aarati, incense and sonorous Sanskrit chants. And then devotees release leaf boats with flickering oil lamps on the dark flowing waters.

One could drift in a row boat out from the arches and stone steps of the landing. The old waterfront, with its many ghats, high walls, pavilions, gnarled trees, browsing cows and temples festooned with bells, will stretch before you. Like a woodcut frozen in time, this has probably remained unchanged from the days when Huien Tsang, the 7th century Chinese traveller, journeyed across Braj bhoomi.

Back on Vishram Ghat, where Lord Krishna is said to have rested after killing Kamsa, there is a choice of a number of interesting walls through the narrow lanes that lead away from the river. Tiny open-fronted shops sell bright bangles and
pictures of Lord Krishna in the manner in which he is worshipped in many temples across the land. There are, in fact, a number of popular temples in this labyrinth of streets including those dedicated to Lord Hanuman and Nrisingh, Murli Manohar, Neelkantheshwar, Radha-Damodar and the Mukut Mandir.

The most important temple in Mathura, however, is the Shri Krishna Janambhoomi; the birthplace of Lord Krishna. The old shrine marks the cell in which he was born.

In most temples visitors are not allowed to photograph the idol.

The small prison room, accessed through a corridor, has a bare platform where Lord Krishna is believed to have been born. Idols of various deities stand behind the platform. On the walls above them are pictures depicting Shiva, the Lord of Destruction and his followers; Vishnu, the Preserver; and Brahma, the creator. Also one of Lord Krishna being taken across the river to Gokul, protected by the huge hood of the Divine Snake, Sheshnag.

Leading on from this tiny cell is the resplendent new temple where the main shrine holds beautiful marble idols of Radha and Krishna. There is also an unusual little silver linga-column. Devotees believe that it has been made out of 11.25 kgs. of mercury. As this element is normally liquid at room temperature, it is believed that Indian savants used a secret process to solidify it.

The masonry observatory of Sawai Jai Singh, the Maharaja of Jaipur, was demolished decades ago. It once stood
in the Kans Ka Qila, a fort built atop a hillock by Raja Man Singh of Amber. Though the fort is now in ruins, it is well worth taking the rather steep walk to the top. There is an impressive eagle's eye view of Mathura, and of the sinuous flow of the Yamuna in the distance.

Before the start of the climb to the fort visit the interesting Jama Masjid with its four, tall minarets and colourful mosaics on its facade. It was built in 1661 by Abd-un-Nabi, a governor appointed by the Mughal Emperor Aurangzeb.

But though the Mughals did not contribute much to the artistic heritage of Mathura, the exhibits in the Mathura Museum show that art has been a very important part of the culture of this area from as far back as 400 BC. From that age was unearthed a terracotta Mother Goddess. Here one can also see superb examples of Jain, Buddhist and Brahmanical art. Mathura artists also used Greek motifs and themes and were influenced by Iranian concepts when they evolved their own eclectic styles; distinctive and powerful.

Driving out of the multi-layered heritage of Mathura visitors often notice the marked absence of the old forests, or vans; and also of the famed, lush, grasslands. For instance Vrindavan, just 15 kms away, is associated in legend with the forest where the young Lord Krishna played with Radha and her friends. Centuries of urbanization have, however, wiped out the old woods. Today, all that remains of that sacred jungle is in the walled Nidhi Van. A platform extends on both sides of the entrance overlooking an area filled with scraggy, stunted, trees and infested with tribes of rhesus monkeys.
Be very wary of the monkeys of Vrindavan. They leap on the backs of unsuspecting visitors, snatch their glasses and refuse to surrender them unless they are paid a ransom in food; preferably offered by their local, human, friends! These adroit simians also haunt the Shahji Temple. It was built by a family who was given a noble title by the rulers of Awadh. It now enshrines the idols of Radha and Krishna in an audience chamber glittering with Belgian glass chandeliers.

Two other interesting temples among the many in Vrindavan are the Rangaji Temple, built in 1851, and the Shri Krishna-Balram Temple. The Rangaji Temple has a Rajasthani facade in front of a towering, South Indian Gopuram gate-tower. It also has a gold plated stambha-flagmast, 16 meters tall. The Shri Krishna-Balram temple has been built by the International Society for Krishana Consciousness (ISKON). It's a beautiful, white, fantasy of pillars, domes and arches, as delicate as if it had been created out of spun-sugar and almond icing.

Journeying away from Vrindavan to Govardhan, 26 kms from Mathura, one sees more of the Braj Bhoomi countryside. Most of the green pasture lands have been replaced by thriving farms and fields. Occasionally hillocks and scrub-covered ravines appear. Sometimes there are large water-bodies like the Radha and Krishna Kunds on whose once-wooded banks Radha and Krishna often met. The woods have gone and many of these reservoirs have been enclosed in brick, stone, and mortar to make water harvesting reservoirs. One of them is the great Mansi Ganga. Temples and old mansions rise around it,
boatmen ply across it, and pilgrims carrying water from it hurry through the narrow streets of the bazaar, determined to complete their Chaurasi kos parikrama, or circumambulation, of the major shrines of Braj Bhoomi. The pilgrimage encircles the sandstone ridge of Govardhan which devotees believe Lord Krishna once raised aloft, for a week, to shield his people from a deluge. The peak of Govardhan ridge, or hill, is often regarded to be a sacred black rock enshrined in the Giri Ram Govardhan Dham. Pilgrims bathe this rock with libations of water taken from the Mansi Ganga reservoir.

Another reservoir in this area is the Kusum Sarovar reputedly constructed by the rulers of the former princely state of Bharatpur. The chhataris or cenotaphs, on the far side of the Sarovar are well worth visiting because of their beautiful frescoes. One of these frescoes shows Lord Krishna sitting behind Radha and, lovingly doing her hair.

Clearly, women in those days were accorded a high status in society. At times they were aggressively assertive; a role which is reaffirmed at least once a year in the villages of Barsana and Nandgaon.

Barsana is 50 kms and Nandgaon 56 kms from Mathura, and they are 8.5 kms apart from each other. Both villages cluster around temple dotted hillocks and they hold a special place in the hearts of the devotees of Lord Krishna. Radha came from Barsana. Nandgaon was the home of Lord Krishna's foster father, Nanda. Every year, during the spring festival of Holi, the men of Nandgaon dress in colourful robes, wrap padded turbans on their heads and, carrying padded shields venture into
the streets of Barsana. There, after drum-beating, prayers and chanting, they await the Lath Mar, or beating with Staves, encounter with the women of the host village. The women, meanwhile, have trudged up to the main temple of Barsana atop the hill, carrying 2 meter-long staves. After they have worshipped in the temple, they troop down, assemble in the narrow Rangili Gali, or colourful Alley, where the men are waiting. At the appointed time, the men crouch on the road, their shields above their heads. The women raise their staves and bring them down with fearsome thwacks! on the men's shields. And all the while spectators from the upper floors and terraces of the houses lining the road, throw clouds of coloured powders on everyone below. It is a three-hour frenzy of controlled and kaleidoscopic violence; a great experience for both the spectators and the participants.

The origins of Lath Mar Holi are lost. It could have been a feud between the two villages which was resolved by these yearly, ritualized, fights.

As Barsana and Nandgaon have much to offer visitors during Holi, Gokul, 15 kms from Mathura, is reputed for its festivities celebrating the birth of Lord Krishna at Janmashtami, in August-September. Gokul must, at one time, have been a fortified township. Its wall, and its narrow, winding, Jaisalmer. The temples here were probably built in the 16th and 17th centuries but, though they attract many pilgrims, they are not of significant architectural or artistic merit. Nor is the brick-and-plaster temple of Mathuranath in Mahavan, 18 kms away from Mathura. This was once a Buddhist monastery but now holds a
number of Hindu shrines in its 84-pillared, chaurasi kambha, hall. Marble plaques, commemorating donations made by devotees, decorate the forecourt. Mahavan is associated with Rohini, the mother of Lork Krishna's brother, Balrama, also known as Baldeo. Baldeo is also the name of a hamlet, 20 kms away from Mathura. Here is a little gem of the temple dedicated to Baldeo and his wife Revati. The road leading to the temple passes number of open-fronted shops which glitter with mounds of sugar-candy as large as rock-crystals. These are misri, the approved offering to Baldeo.

Lord Krishna's elder brother was also, reputedly, responsible for irrigating Braj Bhoomi by making canals and irrigation ditches to bring water from the Yamuna. The legend puts it colourfully by saying that he plunged his plough into the banks of the river and ordered her to follow him. Near the temple is a reservoir called the Kshir Sagar said to have been excavated by Balrama.

Inside the tiled court of the immaculately clean temple you might find a group of musicians and singers on festive days. And, if you're particularly lucky, brightly dressed women devotees will, quite spontaneously, get up and dance with graceful abandon. Their arms and bodies sway with the throb of the drums, cymbals and claps of their men sitting around the musicians. And if you should pluck up the courage to ask them why they are dancing they will probably, say; "Because the Lord danced for joy; and this is the land of the Lord." In fact the beat is so compulsive that visitors join in, warmly
encouraged by the onlookers. It is a wonderful evocation of the irrepressible spirit that still pervades Braj Bhoomi.

Agra

In the sixteenth and seventeenth centuries, Agra was the capital of India under the Mughals, and its superb monuments date from this era. They include a magnificent fort and the building which many people come to India solely to see— the Taj Mahal. A part from its handful of imposing monuments, there's little to distinguish Agra and any other northern Indian city; it has the usual dense chowk, large cantonment, lots of predatory rickshaw-wallahs and highly polluted air. The Yamuna River, which flows through the city and is the backdrop to the Taj and Agra Fort, has become an open sewar— scientists recently declared it incapable of supporting any life form.

It is a readily possible to make a trip to Agra from Delhi. There is an excellent train service making this eminently practicable. However, Agra is worth more than a flying visit, particularly if you intend to see the nearby deserted city of Fatehpur Sikri. The Taj certainly deserves more than a single visit if you want to appreciate how its appearance changes under different lights. The Taj is undoubtedly the biggest attraction for the foreign tourist.

Badal Singh is credited with building a fort on the site of the present Agra Fort in 1475, but this didn't stop Sikandar Lodhi making his capital on the opposite bank of the Yamuna in 1501. Babur defeated the last Lodi Sultan in 1526 at Panipat, 80 km north of Delhi, and Agra then became the Mughal capital.
The city reached the peak of its magnificence between the mid-16th and mid-17th centuries under the reigns of Akbar, Jehangir and Shah Jahan. It was during this period that the fort, Taj Mahal and Agra's major tombs were built. In 1638 Shah Jahan built a new city in Delhi, and Aurangzeb moved the capital there 10 years later.

In 1761 Agra fell to the Jats. It was taken by the Marathas in 1770, before the British wrested control in 1803. There was heavy fighting around the fort during the Mutiny of 1857, and after the British regained control, they shifted the administration of the North Western Provinces to Allahabad. Agra has since developed as an industrial centre.

Agra is on the western bank of the Yamuna River, 204 kms south of Delhi. The old part of the city and the main marketplace (Kinari Bazaar) are north-west of the fort. The spacious British built cantonment is to the south, and the main road running through it is called The Mall, the commercial centre of the Cantonment is Sadar Bazaar.

The labourers and craftsmen who toiled on the Taj set up home immediately south of the mausoleum. This area of congested alleyways is known as Taj Ganj and today it contains most of Agra's budget hotels. The tourist class hotels are predominantly in the area south of it.

Agra's main railway station, Agra Cantonment, is west of Sadar Bazaar. The city's major bus stand, Idgah, is nearby. Agra's airport is seven km west of the city.
Agra Fort

Construction of the massive red sandstone Agra Fort on the bank of the Yamuna river was begun by Emperor Akbar in 1565, though additions were made up until the rule of his grandson, Shah Jahan. In Akbar's time the fort was principally a military structure, but during Shah Jahan's reign it had partially become a palace.

The auricular fort's colossal double walls rise over 20 m in height and measure 2 1/2 kms in circumference. They are encircled by a fetid moat and contain a maze of buildings which form a small city within a city. Unfortunately not all buildings are open to visitors, including the white marble Pearl Mosque, regarded by some as the most beautiful mosque in India.

Anguri Bagh

The Anguri Bagh or Grape Garden probably never had any grapevines but was simply a small formal Mughal garden. It stood in front of the Khas Mahal.

In front of Jehangir's Palace is the Hauz-i-Jehangri, a huge bowl carved out of a single block of stone. According to one traditional story Jehangir's wife, Nur Jahan, made attar of roses in the bowl; it's also fabled to have been used for preparing bhang. The Amar Singh Gate takes its name from a maharaja of Jodhpur who slew the imperial treasurer in the Diwan-i-Am in 1644 and, in a bid to escape, is said to have ridden his horse over the fort wall near here. Not surprisingly, the unlucky horse did not survive the fall - though it is now immortalized in stone; Amar Singh did not survive Shah Jahan's
wrath. Justice tended to be summary in those days. There is a shaft leading down to the river where those who made themselves unpopular with the great Mughals were hurled without further ado.

Bhita

Excavations at this site on the Yamuna river, 18 km south of Allahabad, have revealed the remains of an ancient fortified city. Layers of occupation dating from the Gupta Period (320-455 AD) back to the Mauryan period (321-184 BC) and perhaps even earlier have been uncovered. There's a museum with stone and metal seals, coins and terracotta statues. It's best to get here from Allahabad by taxi.

Chini Ka Rauza

The squat and smelly Chini Ka Rauza (China Tomb) one km north of the Itimad-Ud-Daulah, is the mausoleum of Afzal Khan, a poet and high official in the court of Shah Jahan. Its exterior was once covered in brightly coloured enameled tiles, but due to years of neglect, the remaining tile work only hints at the building's former glory.

Diwan-E-Aam

The Hall of Public Audiences was built by Shah Jahan and replaced an earlier wooden structure. His predecessors had a hand in the hall's construction, but the throne room, with its
typical inlaid marble work, indisputably bears Shah Jahan's influence. This is where the emperor met officials and listened to petitioners. Beside the Diwan-i-Am is the small Nagina Masjid or Gem Mosque. A door leads from here into the Ladies's Bazaar, where female merchants came to sell goods to the ladies of the Mughals court. No males were allowed to enter the bazaar except Akbar, though according to one apocryphal story he enjoyed visiting in female disguise.

**Diwan-E-Khas**

The Hall of Private Audiences was also built by Shah Jahan, between 1636 and 1637. It's where the emperor received important dignitaries or foreign ambassadors. The hall consists of two rooms connected by three arches. The famous Peacock Throne was kept here before being moved to Delhi by Aurangzeb. It was later carted off to Iran and its remains are now in Tehran.

**Itimad-Ud-Daulah**

On the opposite bank of the Yamuna, north of the fort, is the exquisite Itimad-ud-daulah - the tomb of Mirza Ghiyas Beg. This Persian gentleman was Jehangir's wazir, or chief minister, and his beautiful daughter Nur Jahan later married the emperor. Nur Jahan constructed the tomb between 1622 and 1628 in a style similar to the tomb she built for Jehangir near Lahore in Pakistan.

Interestingly, many of its design elements foreshadow the Taj, construction of which started only a few years later. The
Itimad-ud-daulah was the first Mughal structure totally built from marble and the first to make extensive use of pietra dura, the marble inlay work which is so characteristic of the Taj. Though small and squat compared to its more famous cousin, its scale is nevertheless attractive. Extremely fine marble latticework passage admit light to the interior, and the beautifully patterned surface of the tomb is superb. It's well worth a visit.

The Itimad-ud-daulah is open from 6 am to 5 pm daily; admission fee except on Friday when it's free.

**Jama Masjid**

Across the railway tracks from the Delhi Gate of Agra Fort is the Jama Masjid, built by Shah Jahan in 1648. An inscription over the main gate indicates that it was built in the name of Jahan Ara, Shah Jahan's favourite daughter, who was eventually imprisoned with Shah Jahan by Aurangzeb. The mosque has no minarets but its sandstone domes have striking marble patterning.

**Jehangir's Palace**

Akbar is believed to have built this palace, the largest private residence in the fort, for his son. This was one of the first signs of the fort's changing emphasis from military to luxurious living quarters. The palace also displays an interesting blend of Hindu and central Asian architectural styles a contrast to the unique Mughal style which had developed by the time of Shah Jahan.
Khas Mahal

Shah Jahan's Khas Mahal is a beautiful white marble structure used as a private palace. The rooms underneath it were intended as a cool retreat from the summer heat.

Kinari Bazaar

The alleyways of Kinari Bazaar, or old marketplace, start near the Jama Masjid. There are several distinct areas whose names are relics of the Mughals period, although they don't always bear relation to what is sold there today.

Malka Bazaar

Something entirely different is for sale in the Malka Bazaar, where women beckon to passing men from upstairs balconies. In the butcher's area next to the leather market, watch out for the festering bloody animal skins that are piled high in the streets.

Nai Ki Mandi

The Nai Ki Mandi (Barber's Market) is now famous for textiles.

Octagonal Tower

The exquisite Musamman Burj or Octagonal Tower stands close to the Diwan-i-Khas and the small, private Mina Masjid. This is where Shah Jahan died after seven years imprisonment.
in the fort. The tower looks out over the Yamuna and is traditionally considered to have one of the most poignant views of the Taj, but Agra's pollution is now so thick that it's difficult to see. The tower had been badly damaged over the years and was closed for conservation work.

**Ram Bagh**

The earliest of India's Mughal gardens, is also forlorn. You'll need to use a lot of imagination to picture how it must have looked in 1528 when it was constructed by Babur. It's on the riverbank 500 m north of the Chini Ka Rauza and is open from 6 am to 5 pm daily; free on Friday.

**Sabji Mandi**

(Vegetable Market) are still operational.

**Shish Mahal**

The Shish Mahal or Mirror Palace is reputed to have been the harem dressing room and its walls are inlaid with tiny mirrors.

Taj Mahal, Agra Fort, Sikandra, Fatehpur Sikri and Itmad-ud-Daulah's Tomb are world fame places of tourist interest situated in the circuit.

**Taj Mahal**

Described as the most extravagant monument ever built for love, this poignant Mughal mausoleum has become the de facto tourist emblem of India. It was constructed by Emperor
Shah Jahan in memory of his second wife, Mumtaz Mahal, whose death in childbirth in 1631 left the emperor so heartbroken that his hair is said to have turned gray overnight.

Construction of the Taj began in the same year and was not completed until 1653. In total, 20,000 people from India and Central Asia worked on the building. The main architect is believed to have been Isa Khan, who was from Shiraz in Iran. Experts were also brought from Europe- Austin of Bordeaux and Veroneo of Venice both had a hand in the Taj's decoration - which allowed the British to delude themselves for some time that such an exquisite building must certainly have been designed by a European.

The most unusual story about the Taj is that there might well have been two of them. Shah Jahan, it is said, intended to build a second Taj as his own tomb in black marble, a negative image of the white Taj of Mumtaz Mahal. Before he could embark on this second masterpiece he was deposed by his son, Aurangzeb. Shah Jahan spent the rest of his life imprisoned in Agra Fort, looking out along the river to the final resting place of his wife.

The Taj is definitely worth more than a single visit as its character changes with the light during the day. Dawn is a magical time, but its virtually deserted then. Friday tends to be impossibly crowded and not conducive to appreciating this most serene of monuments. There are plans afoot to once again open the Taj on full-moon nights, probably up until 10 pm.

The grand red sandstone gateway in the interior forecourt is inscribed with verses from the Koran in Arabic. It would
make a stunning entrance to the Taj, but unfortunately these
days you only exit through here. The entrance is now through a
small door to the right of the gate, where everyone has to
undergo a security check. Food, cigarettes, matches and a
hundred other items (including, thankfully, paan) are not
allowed to be taken inside. There a cloakroom nearby for
depositing things for safekeeping. Cameras are permitted,
though there are signs on the walkway approaching the Taj
forbidding photography within about 100 m of the building.
This rule is not enforced and everybody flagrantly ignores it.
Taking photographs inside the mausoleum will, however, attract
attention.

Paths leading from the gate to the Taj are divided by a
long watercourse in which the Taj is reflected. The ornamental
gardens through which the paths lead are set out along classical
Mughal Charbagh lines- a square quartered by watercourses. To
the west is a small museum. It houses original architectural
drawings of the Taj, information on the semiprecious stones
used in its construction, and some nifty celadon plates, said to
split into pieces or change colour if the food served on them
contains poison. Entry to the museum is free.

The Taj Mahal itself stands on a raised marble platform
on the northern edge of the ornamental gardens. Tall, purely
decorative, white minarets grace each corner of the platform.
As the Taj Mahal is not a mosque, nobody is called to prayer
from them. Twin red sandstone buildings frame the building.
The one on the western side is a mosque, with on identical one
on the eastern side. They are purely for symmetry and cannot be used as a mosque because they face in the wrong direction.

The central Taj structure has four small domes surrounding the bulbous central dome. The tombs of Mumtaz Mahal and Shah Jahan are in a basement room. Above them in the main chamber are false tombs, a common practice in mausoleums of this type. Light is admitted into the central chamber by finely cut marble screens. The echo is this high domed chamber is superb, and there is always somebody there to demonstrate it.

Ironically, the perfect symmetry of the Taj is disrupted only by the tomb of the man who was against it's being built. When Shah Jahan died in 1666, Aurangzeb placed his casket next to that of Mumtaz Mahal. His presence, which was never intended, unbalances the mausoleum's interior.

Although the Taj is amazingly graceful from almost any angle, it's the close-up details which is really astounding. Semiprecious stones are inlaid into the marble in beautiful patterns using a process known as pietra dura. The precision and care which went into the Taj Mahal's design and construction is just as impressive whether you view the Taj from across the river or from arm's length.

Other Attractions

The white marble Dayal Bagh Temple of the Radah Soami religion has been under construction since 1904 and is
not expected to be completed until some time this century. If you're lucky, you may get to see pietra Dera inlaid marble work in process. Although the building is still under construction, the level of artisanship has can be readily admired. Dayal Bagh is two km north of Agra and can be reached by bus or bicycle.

**Etah (Soroun)**

There are not many places of tourist interest or for any religious purpose or otherwise, but still a few temples, Mosque and historical places are found in this district which attracts the people to visit them. The district is situated in close proximity of Agra, Fatehpur-Sikri, Mathura etc. and therefore, the people of this district visit these important places.

**Radha Kund**

It is situated 25.75 km west of Mathura on a metalled road and on the margin of the lake called Radhakund also known as Srikund. It is said that when Krishna had killed the demon Arishtha (of bull form) he felt a sense of guilt. He purified himself with water summoned from all the sacred streams in the country, which were poured into Radhakund and another pond Krishnakund. To commemorate this event every year, on the 8th day of the dark half of Kartika, a large fair is held near this pond.
Awadh Circuit

Lucknow

In fact it was 87 days before a small force under Sir Henry Havelock broke through the besiegers to the remaining half-starved defenders. But once Havelock and his troops were within the Residency, the siege immediately recommenced. It continued unabated from 25 September to 17 November, when final relief arrived with Sir Colin Campbell. Only 980 of the original inhabitants survived the ordeal. Many who did not die from bullet wounds succumbed to cholera, typhoid or smallpox.

The Residency has been maintained as it was at the time of the final relief, and the shattered walls are still scarred by cannon shot. Even since Independence little has changed. The only major work done on the place was the unveiling of an Indian Martyrs Memorial directly opposite.

There's a model room in the main Residency building which is worth visiting to get your bearings from the rather tatty model. Downstairs you can see the cellars where many of the women and children lived throughout the siege. The cemetery at the nearby ruined church has the graves of 2000 men, women and children, including that of Sir Henry Lawrence, 'who tried to do his duty' according to the famous inscription on his weathered gravestone.

The Residency is open from sunrise to sunset, but the model room is open for a relatively shorter period.

The dusty Lucknow zoo in the Banarsi Bagh is open daily except Mondays. The State Museum, which contains an
impressive collection of stone sculptures, is also here. It's open daily except Mondays.

The Capital of Uttar Pradesh rose to prominence as the centre of the Nawabs of Awadh. Burhan-ul-mulk (1724-39) was the first of the Nawabs. The prominent ones included Shuja-Ud-Daula, Asif-Ud-Daula and Wajid Ali Shah, the last of the Nawabs. These decadent Muslim rulers controlled a region of north-central India for about a century after the decline of the Mughal Empire. Most of the interesting monuments in Lucknow date from this period.

The Capital of Awadh was moved from Faizabad to Lucknow during the reign of Asaf-ud-Daula. After Sa'adat Ali Khan, the rest of the Awadh Nawabs were uniformly hopeless at running affairs of state. Wajid Ali Shah was so extravagant and indolent that to this day his name is regarded by many in India as synonymous with lavishness. However, the Nawabs were great patrons of the arts, especially dance and music, and Lucknow's reputation as a city of culture and gracious living stems from this time.

In 1856 the British annexed Awadh, exiling the incompetent Wajid Ali Shah to a palace in Calcutta with an annual pension of UK £ 120,000. The annexation was one of the sparks that ignited the Indian Mutiny in 1857. Lucknow became the centre of the most dramatic events of the mutiny. The British residents of the city held out in the Residency for 87 harrowing days, only to be besieged again for a further two months being relieved.
Despite its rich cultural associations, Lucknow is not a particularly attractive city and it suffers from extremely high levels of pollution. However, the huge crumbling mausoleums of the Nawabs and the pock-marked ruins of the Residency can make it an interesting place to visit. Lucknow is very spread out. The historic monuments are mainly in the north-western part of the old city, near the Gomti River. The narrow alleys of Aminabad are the main shopping area. Hazratganj is the modern, fashionable district where you'll find most of the budget and mid-range hotels.

It is believed that the Imams are like a chain of lights emanating from the Sun which is their origin, and yet they are never separated from it, In the light of this concept, the Imams are considered to be sinless (masoom) and ones who possess a perfect knowledge of both the esoteric and exoteric order. That is why Shi'ites regard them the true descendents of the Prophet. Except for the 12th, all Imams were either slain or poisoned at the cruel hands of the rulers of that time. Their tombs were built by followers in different cities of the Arab land like Karbala, Najaf, Kazmain, Mashhad, etc. When Persian rulers and Iranians alongwith the Mughal Emperor Humayun came to India, they constructed Imambaras and Imam Bargahs in India. One of the army chiefs of the Mughal Emperor came to Lucknow and founded a Nawabi regime in Awadh. He was a Shia Muslim. He and his successors built true replicas of the mausoleums of the Imama which existed in Arabia. These constructions were called Imambaras in Lucknow and Imam Bargahs in Hyderabad. These Imambaras were built by Awadh
Nawabs for the sheer love of religion. But now they have become centres of tourist attraction. More than one lakh domestic and international tourists visit these monumental buildings and appreciate the mixed blend of Iranian, Mughal and Rajput architecture.

**Bara Imambara**

The Bara or Great Imambara (an imambara is the tomb of a Shi’ite Muslim holy man) was built in 1784 by Asaf-ud-Daula as a famine relief project. The central hall of the Imambara, 50 m long and 15 m high, is one of the largest vaulted galleries in the world. An external stairway leads to an upper floor laid out as an amazing labyrinth known as the bhulbhulaiya; a guide may be useful since the dark passages stop abruptly at openings which drop straight to the courtyard below.

There's a mosque with two tall minarets in the courtyard complex but non-Muslim are not allowed in. To the right of this is a 'bottomless' well. The Imambara complex is open from sunrise to 6 pm.

Beside the Bara Imambara, built by Asaf-ud-Daula, is the imposing Rumi Darwaza, a replica of an entrance gate built in Istanbul. 'Rumi' (relating to Rome) is the term Muslims applied to Istanbul when it was still Byzantium, the capital of the eastern Roman Empire.

**Shah Najaf Imambara**

The plain Shah Najaf Imambara, opposite the Carlton Hotel, is the tomb of Ghazi-ud-din Haidar who died in 1827.
The interior is used to store garish chandeliers and tazias, elaborate creations of wood, bamboo and silver paper which are carried through the streets during the Muharram Festival. The Imambara is open all days.

**Roomi Darwaza**

On the western side of Asfi Imambara is a sixty feet high gate built by Nawab Asif-ud-Daula.

**Jama Masjid**

West of the Hussainabad Imambara is the Jama Masjid which was started by Mohammad Ali Shah and completed after his death.

**Imambara Wilayati Begum**

Nawab Shah Naseeruddin Haider, ruler of Awadh, was fond of buildings and gardens. He was married to the daughter of one George Hopkins Walters who embraced Islam. She was bestowed by the Nawab with the title of 'Mukhaddarat-e-Alia'. She was publicly known as 'Wilayati Begum'. She, along with her sister Ashrafun-Nisa, constructed an Imambara in the premises of the palace of the Nawab which is now called Residency. She adopted all the rituals of Shi'ite Muslims and arranged Majlises and Mehfils. This Imambara is situated near the river Gomti. During the mutiny of 1857, when the British armies attacked and fought the soldiers of the Nawab, the entire buildings including the Imambara were ruined by the canon shells. Although it is under the administration of U.P.
Archaeology Department, it is a pity it is not maintained properly.

**Imambara Agha Baqar**

Located in Subzi Mandi Chowk area of old city, the Imambara Agha Baqar was built during the reign of Nawab Shuja-ud-Daula (1756-1775) by Agha Baqar Khan who was a Panch Hazari Raisaldar in the king's army. It was the second in a series of Imambaras which were constructed during the Nawabi rule. In the 1857 mutiny, the British soldiers used it as stable for horses and it was badly damaged. In 1859, it was rebuilt by Mirza Haider Shikoh, son of Mirza Kam Bakhsh, grandson of Shah Alam II, King of Delhi. In the compound of the Imambara there is a graveyard wherein Mirza Kam Bakhsh was buried. In Moharram (the first month of Hijri calendar) Majlises (religious gatherings) are held here. Shi'ite pilgrims from far and near come and visit the Imambara. The affairs of the Imambara are managed by a Committee of Trustees appointed by the U.P. Central Shia WAQF Board.

**Imambara Raja Jhaoo Lal**

The rulers of Awadh were secular and broadminded. Besides Imambaras and Masjids, they also built temples like the Hanuman Mandir of Aliganj, the Kali Mandir, the Chandrika Devi Mandir, the Mankameshwar Mandir, the Mahabir Mandir, etc. Similarly, Hindu Wazirs and army chiefs of the Nawabs constructed Masjids and Imambaras. The Imambara of Raja Jhaoo Lal is one of them. It is situated in Mohalla Thakur
Raja Jhao Lal built this Imambara and one Masjid in the same premises. But Lucknow-Hardoi Raod, which was constructed by the Britishers, separated these two buildings of the Imambara and the Masjid. Now, the Imambara is on the left side and the Masjid is on the right side of the road. This Masjid is known as Imli Wali Masjid and the Imambara as Baitulmal Ka Imambara. On the second Sunday of Safar (the second month of the Hijri calendar), Shia Muslims gather here to mourn the death of Hazrat Fatima, the daughter of Prophet Mohammad (S.A.W). Her grave, which existed in Jannat-ul-Baqi of Madina, was destroyed by a Saudi King. The Imambara is a beautiful piece of Mughal and Rajput architecture. A vast piece of land was attached to it. But now it has been encroached by the local residents. Tazias and Zaris are buried in the compound of the Imambara during Moharram and Chehlum.

**Imambara Sibtainabad**

During his rule from 1842 to 1847, Nawab Amjad Ali Shah founded the famous Mohalla of Hazrat Ganj in the heart of Lucknow. In the area he procured a vast piece of land for the construction of an Imambara and a Masjid. On the north side, two palatial gates were constructed but soon thereafter. Nawab Amjad Ali Shah died. He was buried in the compound and, therefore, it was known as a Maqbara at a later stage. When Nawab Wajid Ali Shah, son of Amjad Ali Shah, ascended the throne, he got the Imambara and Masjid constructed. It is said that a sum of Rs. 10 lakhs were spent on the Imambara alone.
Under the instructions of the Nawab, the Imambara was well decorated. Chandeliars, mirrors and golden lamps were fitted. In 1857, when Wajid Ali Shah was forced to migrate to Matiaburj in Kolkata, British soldiers looted the Imambara. Its valuables were plundered and the building damaged. In between the two gates a road was constructed for the use by soldiers. This road is now known as Maqbara Road. A small portion of the Imambara can still be found standing today. It is, however, occupied by some furniture manufacturers. Officers of the Archaeology Department do not care to get the Imambara vacated from its illegal occupants. The building is made of 'Lakhori Eint' (Small bricks of 5 inches x 3 inches). No steel or wood has been used in its roof. Tourists visit and appreciate the architectural value of the building.

Imambara Husainabad

Also known as the chhota or small Imambara, this Imambara is one of the best decorated buildings of the state. It was constructed by Nawab Mohammad Ali Shah, the third ruler of Awadh, in 1837. It is connected to Asfi Imambara by a metalled road. In its east and west sides there are two gates which resemble the famous Roomi Gate. At the entrance of the building there is a huge tall gate. Opposite to this gate, on the right side of the road, a Naubat Khana (Musical house) was built where Shehnai used to be played on auspicious occasions. This, however, is now discontinued. The Imambara is located inside. An artificial canal, constructed in front of the Imambara, enhances its beauty when its shadow is reflected in it. There
are two tombs on either side of the canal. In one of the these tombs, the daughter of the Nawab was buried. The main Imambara consists of Tazias made of wax, sandalwood, ivory, silver and gold. Precious lamps and Italian chandeliers are seen hanging from the roof and lamps studded with jewels are fitted on the walls. Nawab Mohammad Ali Shah and his mother were buried in the Imambara. By the sides of the gate, shops selling readymade garments, laides and gents chikan suits, toys and photos of important buildings of the city as well as of the Nawabs had come up. These attract the attention of tourists.

**Lakshman Tila**

The high ground on the southern bank of the River Gomti nearby, was the original site of the town which became known as Lucknau in the fifteenth century. Aurangzeb's Mosque now stands on this site.

**Residency**

Built in 1800, for the British Resident, this group of buildings became the stage for the most dramatic events of the 1857 Mutiny- the Siege of Lucknow.

The British inhabitants of the city all took refuge with Sir Henry Lawrence in the Residency upon the outbreak of the Mutiny. In total there were 3000 people crammed into the Residency's grounds, including 800 British soldiers, 700 loyal native troops, 150 European volunteers, 550 women and children, and some 700 Indian servants. The Residency was
technically indefensible, but those seeking shelter expected relief to arrive in a matter of days.

**Chinhat**

Situated only at a distance of 10 kms from Lucknow city on Faizabad road, it was also the scene of fierce battle during struggle of 1857 in which British troops had to retreat. There are now a number of cottage industries like pottery, chikan embroidery and clay toys.

**Kampil**

This town is of great antiquity. It is mentioned in Mahabharata as capital of Panchala potentates. Here, a fort was built by Sultan Balban. It has ancient temples, namely Rameshwar Nath and Kameshwar Nath. The place is sacred to the Jains also.

**Kannauj**

Only a few dismal ruins indicate that this was the mighty Hindu capital of the region in the 7th century AD. It quickly fell into disrepair after Mahmud of Ghazni's raids. This was where Humayun was defeated by Sher Shah in 1540, and forced to temporarily flee India. There's not much to see now-just an archaeological museum, a mosque and the ruins of the fort.

It is small but historic town of the district. The Jama Masjid in the town was built by Ibrahim Shah of Jaunpur in 1406 A.D. There are also several important tombs and mosques in the town.
Rae Bareli

Rae Bareli, is situated on the banks of the Sai and is connected with the other five district headquarters namely Lucknow. Unnao, Allahabad, Pratapgarh and Sultapur by metalled roads. Rae Bareli is said to have been founded by the Bhars and was originally known as Bharauli or Barauli and Jahanabad was founded by Subedar Jahan Khan, who surrounded it with a wall. There are four fine mosques in the town, besides, others of lesser note. The Jama Masjid was originally built by Sultan Ibrahim Shah and was restored by the emperor Alamgir in 1672 A.D., as stated in an Arabic inscription. The second great mosque was built in 1040 Hijri (1631 A.D.) by Nawab Jahan Khan. The third is a copy of the Kaaba at Macca and was built by Shah Alam-ullah. It has no domes but three spacious halls. The fourth mosque is in the suburb of Daina and was built by a son of Shah Alam-ullah.

Sankisa

Now, it is a hamlet on a mound. It was probably a fort. The main attractions are Asokan Pillar and Bisari temple. The place is sacred for Hindus and Buddhists.

Also worth visiting are the towns of Shamshabad, Khudaganj and Furrukhabad (Fatehgarh fort). Shringirampur, remarkably rich in past on the southern bank of the Ganges, is famous for fairs. Incidentally, after Mathura, the district organizes the largest number of fairs in the State.
Hardoi

Hirnya Kashyap-ka-Qila and Prahlad Ghat in Hardoi town on Sandi road, Sandilya in Shahabad town, Berua temple in Berua village 15 kms away from Balamau junction. Akbar-ki-Masjid in Gopamau, Ruiya Qila near Madhoganj town, Hatya-Haran Tirth on Hardoi-Kothawan-Atrauli road Bramha Vart near Sandi town, Didhashram Dhodia on Hardoi-Pihani road are the places of tourist attraction and are being developed as tourist centres of the district.

Faizabad

Faizabad was once the capital of Avadh but rapidly declined after the death of Bahu Begum, the wife of Nawab Shuja-ud-Daula. Most of the Islamic buildings in Faizabad were built at her behest, and her mausoleum is said to be the finest of its type in Uttar Pradesh. Here husband also has an impressive mausoleum. There are three large mosques in the market (chowk) area and pleasant gardens in Guptar Park, where the temple from which Rama is supposed to have disappeared stands. The town makes a convenient base for visiting nearby Ayodhya.

Bahraich

Situated only 3 kms. North from Bahraich town, there is a mausoleum of Sufi and saint Sayed Salar Masud Ghazi which was built by Firoz Shah Tughlaq in 1034 A.D. Every year a fair is held. People of all faiths visit this place to offer their homage.
Gonda

The most celebrated fair is that of Debi Patam near Tulsipur. This fair, which occurs in the beginning of Chait attracts some 75000 people and is largely attended by merchants from Nepal and other parts of the country.

Sultanpur

The district does not possess places of tourist interest of much importance. There are, however, a few places associated with legends and traditions and have religious importance. There are a few other places which have ancient sites. Vijaithuwa, Dhau pap and Diyara are the places of religious importance for Hindus. Aldamau is noted for mansoleum of Muslim Martyres. Isauli and Bhadayya are known for ancient sites.

Ayodhya

Ayodhya, 6 kms. from Faizabad, is one of Hinduism's seven holy cities. It's a major pilgrimage centre since it is not only the birthplace of Rama, it's also connected with many events in the Ramayana. Unfortunately, its name has become synonymous with rising Hindu fanaticism since the fateful day on 6 December 1992 when a Hindu mob destroyed a mosque they believed had been built on the site of a temple marking Rama's birthplace. The event sent shock waves throughout India and threatened the nation's secular framework.
The Atharveda described Ayodhya as 'a city built by gods and being as prosperous as paradise itself although today it's just a small, dusty town with an amazing abundance of temples and monkeys. It sees few foreigners, and anyone intending to visit should keep an eye on the latest developments in the temple-mosque saga. Give the town a wide berth if there's rioting.

Ayodhya stands on the right bank of the Ghaghra- highly revered by Hindus and thronged by millions of them for pilgrimage. According to Hindu mythology, it represents the forehead of Vishnu and is the chief of the seven cities of pilgrimage in India. Ayodhya is pre-eminently a town of temples. Yet not all the places of worship are connected with Hindu religion. There are some Jain shrines and severed Muslim mosques and tombs.

**Kanpur**

Nestled on the banks of the eternal Ganga, Kanpur stands as one of North India's major industrial centres with its own historical, religious and commercial importance. Believed to be founded by king Hindu Singh of the erstwhile state of Sachendi, Kanpur was originally known as 'Kanhpur'. Historically, Jajmau on the eastern outskirts of present day Kanpur is regarded as one of the most archaic townships of Kanpur district.

Upto the 1st half of the 18th century Kanpur continued to survive as an insignificant village. Its fate, however, took a new turn soon after. In May, 1765, Shuja-ud-daula the Nawab Waizr of Awadh, was defeated by the British near Jajmau. It was
probably at this time that strategic importance of the site of Kanpur was realized by the British. European businessmen had by this time gradually started establishing themselves in Kanpur. In order to ensure protection to their lives and property the 'Awadh local forces' were shifted here in 1778. Kanpur passed into British hands under the treaty of 1801 with Nawab Saadat Ali Khan of Awadh. This forms a turning point in the history of Kanpur. Soon Kanpur became one of the most important military stations of British India. It was declared a district on 24th March, 1803.

Kanpur was soon to become the epicentre of the outbreak of 1857, as some of the leading luminaries of the War of Independence hailed from here, namely - Nana Sahib Tantiya Tope, Azimoolah Khan and Brigadier Jwala Prasad. The three strategic events of the 1857 war at Kanpur were: the on slaught at 'wheeler's entrenchment', the 'massacre at Sati Chaura Ghat' and the 'Bibighar massacre'. Nana Sahib had declared independence on the 7th of June, 1857 at Kanpur. The British under Commander Hugh Wheeler retreated into a shallow earth entrenchment in the cantonment area, later known in history as 'wheeler's entrenchment'. The English garrison surrendered in the last week of June 1857 on terms of safe passage to Allahabad. But when on the morning of 27th June, the soldiers along with the women and children were about to embark into the boats at Sat Chaura Ghat, fighting broke out and most of the men were killed. The survivors, women and children were rescued who were imprisoned into the Savada Kothi and later shifted to Bibighar in the cantonment magistrates' compound.
But when it became clear that relieving forces under General Havelock were nearing the city and defeat was inevitable, the captives - all women and children, were massacred and their dismembered bodies buried in the well of the compound on 15th July, 1857. The Bibighar was dismantled by the British on reoccupation of Kanpur and a 'memorial railing and a cross' raised at the site of the well. The well is now bricked over. Only remains of a circular ridge survive which can be still seen at the Nana Rao park. The Kanpur Memorial Church - 'The all souls cathedral' was raised in honour of the fallen at the north-east corner of Wheeler's entrenchment in 1862 by the British.

**Jajmau**

The mound of Jajmau, on the eastern end of the city occupies a high places among ancient sites of the region. Excavations of the mound were undertaken during 1957-58 which unearthed antiquities ranging from 600 BC to 1600 AD.

**Shri Radha Krishna Temple**

Beautifully constructed, J.K. Temple is a boon to the devotees. Built by J.K. Trust this architectural delight is a unique blend of ancient architecture with the modern. The even-level roofs of the mandaps have been provided with adequate ventilation and sufficient light. Among the five shrines that the temple has the central one is consecrated to Shri Radhakrishna and the other are adorned with idols of Shri Laxminarayan, Shri Aradhanarishwar, Shri Narmadeshwar and Shri Hanuman.
Allen Forest Zoo

The Kanpur Zoo was established in 1971 and ranks among one of the best zoos of the country. It is an ideal place for tourist and picnics among picturesque surroundings.

Kamla Retreat

It is under the possession of Singhania's family and is a beauty spot of the city. There is a swimming pool with an equipment for producing artificial waves and suitable for lighting.

Nana Rao Park

To the west of Phool Bagh is located the Nana Rao Park. It is the site of the Bibighar of 1857. The park was renamed as Nana Rao Park after Independence.

Phool Bagh

It is a beautiful park in the heart of the city on the Mall Road. In the centre of the park is a building known as Ganesh Shankar Vidhyarthi Memorial. It is now known at Ganesh Udyan.

Bithoor

The quiet and beautiful township of Bithoor is situated on the Kannauj Road, 27 km from Kanpur. Situated on the banks of the Ganga, this tranquil spot is of considerable historical and religious importance. According to Hindu scriptures Lord Brahma came to Utpalaranya, Brahmavarta Ghat.
Vindhya Circuit

Allahabad

The city of Allahabad is 135 kms west of Varanasi at the confluence of two of India's most important rivers- the Ganges and the Yamuna (Jumna). The mythical Saraswati River, the River of Enlightenment, is also believed to join them here. The confluence, known as the Sangam, is considered to have great soul-cleansing powers and all pious Hindus hope to bathe here at least once in their lifetime. Hundreds of thousands bathe here every January-February and once every 12 years the Kumbh Mela, the world's largest gathering of pilgrims, draws millions to the confluence for a holy dip.

Allahabad has a fort built by Akbar, which overlooks the confluence of the rivers, and also the Nehru family home, Anand Bhavan. Not many foreign travelers pause in this friendly city, but it's an interesting, relaxing and worthwhile stop, especially if you're partial to Indian-style espressos and side-walk cafes.

Built on a very ancient site, Allahabad was known in Aryan times as Prayag, and Brahma himself is said to have performed a sacrifice here. The Chinese pilgrim Hiuen Tsang described visiting the city in 634 AD, and it acquired its present name in 1584, under Akbar. Later Allahabad was taken by the Marathas, sacked by the Pathans and finally ceded to the British in 1801 by the Nawab of Awadh.

It was in Allahabad that the East India Company officially handed over control of India to the British government in 1858,
following the Mutiny. The city was a centre of the Indian National Congress and at the conference here in 1920, Mahatma Gandhi proposed his programme of nonviolent resistance to achieve independence.

A city of many dimensions is what befits a description of Allahabad. In addition to being a major pilgrimage centre, the city has played an important part in the formation of modern India. Hindu mythology states that Lord Brahma, the creator god, chose a land for 'Prakrishta Yajna'. This land, at the confluence of three holy rivers - Ganga, Yamuna and Saraswati, blessed by gods, came to be known as 'Prayag' or 'Allahabad'. Foreseeing the sanctity of the place, Lord Brahma also called it as "Tirth Raj" or 'King of all pilgrimage centres'. The Scriptures - Vedas and the great epics - Ramayana and Mahabharata, refer to this place as Prayag.

During the time of the Mughals a massive fort was built in 1583 by emperor Akbar close to the Sangam. It can be best appreciated from the boats on the river. During British times Allahabad became the headquarters of North Western Provinces, after being shifted from Agra. Wellpreserved relics of the British impact includes the Muir College and the All Saints Cathedral. Other places of interest are:

**Khusru Bagh**

Close to the railway station is Khusru Bagh, a scrappy walled garden which contains the tomb of Prince Khusru, son of Jehangir, who was executed by his father. Nearby is the unoccupied tomb intended for his sister and the tomb of his
Rajput mother, who was said to have poisoned herself in despair at Khusru's opposition to his father.

**Allahabad Museum**

It has galleries devoted to local archaeological finds, including terracotta figurines from Kausambi. It also has natural history exhibits, an art gallery and artifacts donated by the Nehru family. The museum is open daily. Opposite the university, is the house where Rudyard Kipling lived, but it is not open to the public.

**Anand Bhawan**

This shrine to the Nehru family must be the best kept museum in the country, which indicates the high regard in which this famous dynasty is held in India. The family home was donated to the Indian government by Indira Gandhi in 1970. The exhibits in the house show how this well-off family became involved in the struggle for Indian Independence and produced four generations of astute politicians- Motilal Nehru, Jawaharlal Nehru, Indira Gandhi and Rajiv Gandhi.

**Minto Park**

It is near the Yamuna, is where Lord Canning read out the declaration by which Britain took over control of India from the East India Company in 1858. The Nag Basuki Temple is mentioned in the Puranas and is on the bank of the Ganges, north of the railway bridge.
**Planetarium**

In the manicured garden is an outbuilding housing a pictorial display of Jawaharlal Nehru's life. A planetarium, built in the grounds in 1979, has hourly shows daily.

**Swaraj Bhawan**

Next door is Swaraj Bhawan, where Motilal Nehru lived until 1930 and where Indira Gandhi was born. A Hindi and English audiovisual presentation called The Story of Independence is shown daily. It lasts a little under an hour and costs some nominal charges.

**Sangam**

At this point the shallow, muddy Ganges meets the clearer, deeper, green Yamuna. During the month of Magha (mid-January to mid-February) pilgrims come to bathe at this holy confluence for the festival known as the Magh Mela. Astrologers calculate the holiest time to enter the water and draw up a 'Holy Dip Schedule'. The most propitious time of all happens only every 12 years when the massive Kumbh Mela takes place. There is a half-mela (Ardh Mela) every six years.

An enormous temporary township springs up on the vacant land on the Allahabad side of the river and elaborate precautions have to be taken for the pilgrims' safety. In the early 1950s, 350 people were killed in a stampede to the water (an incident recreated in Vikram Seth's novel, A Suitable Boy).

Sunrise and sunset can be spectacular here. Boats out to the confluence are a bit of a tourist trap and what you pay very
much depends on how many other people are around. Next to the fort you should be able to share a boat or hire a whole boat. It is more interesting sharing with Indians on a pilgrimage since you will then appreciate the spot's religious significance.

**Hanuman Temple**

This popular temple, open to non-Hindus, is unusual because the Hanuman idol is reclining rather than upright. It is said that every year during the floods the Ganges rises so that it can touch the feet of the sleeping Hanuman before it starts receding.

**Kausambi**

It is situated on the bank of the Yamuna to the west of Allahabad. It is identified with the Kosam ruins and was once the capital of the Vatsa, a kingdom ruled by king Udayan. The fort of this place is ascribed to Parikshit, the grandson of Arjuna. The place is also noted for archaeological remains and a large number of Buddhist coins, sculptures and other remains have been unearthed here. Lord Buddha is said to have preached here. Two Vihars or monasteries still exist here. The main stupa located here measures about 25 x 25 m. and was built in fifth century B.C. A dilapidated mosque built in 1352 A.D. also exist. The Digambar Jains call it Kausambinagri, who have a much venerated temple here.

The erstwhile capital of the Vatsa Kingdom, believed to have been ruled by King Udayan. Kaushambi, however, was also a great centre of Buddhism and Jainism. Other places of
interest are: Patalpuri Temple, Shankar Viman Mandapam, Bharadwaj Ashram, Beni Mahadeo Temple, Allahabad Public Library, Alopi Devi Temple, Hanumat Niketan, Chandra Shekhar Azad Park, Children's Park (Bal Udyan), Shiv Koti, Nepali Temple, Kalyani Devi Temple and Nagva Suki Temple.

**Sringve Pur**

Sringve Pur was the kingdom of Nishadraj (king of Boatmen). Excavations here have revealed a temple of Sringi Rishi. On the banks of the Ganga there's a platform 'Ramchaura'-said to be the place where Lord Ram stayed over night while going to the forest and His feet were washed by Nishadraj here before taking the Lord in his boat.

**Varanasi**

The city of Siva on the bank of the sacred Ganges is one of the holiest places in India. Hindu pilgrims come to bathe in the waters of the Ganges, a ritual which washes away all sins. It is also an auspicious place to die, since expiring here ensures release from the cycle of rebirths and an instant passport to heaven. It's a supposedly magical city where the most intimate rituals of life and death take place in public on the city's famous ghats where steps lead down to the river. It's this accessibility to the practices of an ancient religious tradition that captivates so many visitors.

In the past, the city had been known as Kashi and Benares, but its present name is a restoration of an ancient name meaning the city between two rivers- the Varuna and Asi.
It has been a centre of learning and civilisation for over two centuries and claims to be one of the oldest living cities in the world. Mark Twain obviously thought it looked the part when he dropped by on a lecture tour, since he told the world that 'Benares is older than history, older than tradition, older even than legend, and looks twice as old as all of them put together'. The old city does have an antique feel but few buildings are more than a couple of hundred years old thanks to marauding Muslim invaders and Aurangzeb’s destructive tendencies.

The old city of Varanasi is situated along the western bank of the Ganges and extends back from the riverbank ghats in a labyrinth of alleyways too narrow for traffic. Godaulia is just outside the old city, and Lahurabir is to the north-east, separated from the cantonment by the railway line.

One of the best ways to get your bearings in Varanasi is to remember the positions of the ghats, particularly important ones like Dasaswamedh Ghat. The alleyways of the old city can be disorienting, but the hotels here are well signposted. The big 'international hotels' and the Government of India tourist office are in the cantonment north of Varanasi Junction railway station. The TV tower is the on obvious landmark in this area.

The city extends from Raj Ghat, near the major road and rail bridge, to Asi Ghat, near the university. The Asi Ghat is one of the five special ghats which pilgrims are supposed to bathe at in sequence during the ritual route called Panchtirthi Yatra. The order is Asi, Dasawamedh, Adi Kesava, Panchganga and finally Manikarnika. Much of the Tulsidas Ghat has fallen
down towards the river. The Bachraj Ghat is Jain and there are three riverbank Jain temples. Many of the ghats are owned by maharajas or other princely rulers, such as the very fine Shivala Ghat owned by the Maharaja of Varanasi. The Dandi Ghat is the ghat of ascetics known as Dandi Panths, and nearby is the very popular Hanuman Ghat.

The Harishchandra or Samshan Ghat is a secondary burning ghat. It is one of the oldest ghats in the city. Above the crowded Kedar Ghat is a shrine popular with Bengalis and south Indians. Mansarowar Ghat was built by Man Singh of Amber and named after the Tibetan lake at the foot of Mt. Kailash, Siva's Himalayan home. Someswar or Lord of the Moon Ghat is said to be able to heal diseases. The Munshi Ghat is very picturesque, while Ahalya Bai's Ghat is named after the Maratha woman ruler of Indore.

**Benares Hindu University**

Varanasi has long been a centre of learning and that tradition is continued today at the Benares Hindu University, built in 1917. It was founded by the great nationalist Pandit Malaviya as a centre of education in Indian art, music, culture and philosophy, and for the study of Sanskrit. The five sq. km. Campus houses the Bharat Kala Bhavan which has a fine collection of miniature paintings, sculptures from the 1st. to 15th. centuries and old photographs of Varanasi.
Bharat Mata Temple

Dedicated to 'Mother India' this unadorned temple has a marble relief map of India instead of the usual images of gods and goddesses. The temple was opened by Mahatma Gandhi and is worth a visit if you are staying nearby. It has a relief map of India carved out of marble which is dedicated to Mother India.

Durga Temple

The Durga Temple is commonly known as the Monkey Temple due to the many frisky monkeys that have made it their home. It was built in the 18th century by a Bengali maharani and is stained red with ochre. The small temple is built in north Indian Nagara style with a multi-tiered sikhara. Durga is the 'terrible' from the Siva's consort Parvati, so at festivals there are often sacrifices of goats. Non-Hindus can enter the courtyard but not the inner sanctum.

Golden Temple

The most sacred temple in Varanasi is dedicated to Vishveswara-Siva as Lord of the Universe. The golden temple was built in 1776 by Ahalya Bai of Indore, which gives the temple its colloquial name. Non-Hindus are not allowed into the temple but can view it from the upper floor of a house across the street.

River Front (Ghats)

The sunrise of Varanasi is most fascinating to see at the river Ghats situated barely five kms. from the city. Thousands
of pilgrims flock to Ghats at the dawn for salutations to the sun. There are in all approximately eighty such ghats but Dasashwamedh ghat is prominent among all.

**Gyanvapi Mosque**

It presents a rare specimen of the art of ancient temples through the ruins of the Vishweswara temple which was destroyed by Aurangzeb and a mosque was constructed on its ruins. Other features of interest are: Rajdari and Devdari falls, Yahiapur, Kal Bhairon Ka Mandir, Kashi Vishwanath Temple, New Vishwanath Temple, Tulsi Manas Mandir and Tulsi Manas Temple.

**Mirzapur**

Famous for its hand-knotted carpets, this district has a most picturesque river front studded with ghats, richly carved temples, impressive forts and thick forests. Mirzapur is developing as a great industrial centre. Many major power project and factories are located in this region.

**Sonbhadra**

The district has a most picturesque river front studded with ghats, richly carved temples and thick forests, Vindhya Devi Temple, Ashtabhuja Devi Temple, Sakteshgarh Fort, Vijaigarh Fort, Aghori Fort, Sidhnath ki Dari Sirsi, Lalkhawa, Ahrawa Fort are the nearby places of tourist interest. Tanda Falls, Jargodam, Rihand Dam, Wyndham Falls are picnic spots
and for excursions. Dudhi, one of the tehsil headquarter is also a place of tourist interest.

**Vindhyachal**

One of the Shakti Peeths, Vindhya Vasini Devi Temple, Ashtabhuja and Kalikhoh are the major attractions.

**Chunar**

Chunar Fort, overlooking the Ganges, has had a succession of owners representing most of India's rulers over the last 500 years. Sher Shah took it from Humayun in 1540, Akbar recaptured it for the Mughals in 1575 and in the mid-eighteenth century it passed to the Nawabs of Awadh. They were shortly followed by the British, whose gravestones here make interesting reading. Chunar's other claim to fame is that Ashoka's edicts were carved on to pillars made from the locally quarried sandstone. Chunar is 36 kms. south-west of Varanasi and can be reached by bus.

**Jaunpur**

Barring a few antiquarian remains Jaunpur does not offer much to the interest of tourists. Buildings of archaeological and historical importance included Atala Masjid, Khalis Mukhlis or the Dariba or the Char-ungli Mosque, Jhanjhri Masjid, Lal Darwaza Masjid, Jami Masjid. These and many other places that once adorned Jaunpur have long disappeared. Numerous minor buildings are, however, still standing in Jaunpur.
Ambedkar Nagar

Kichhauchha is a place in Tanda tehsil, also known as Kichhauchha Sharif. It is situated on low ground surrounded by streams and tanks. Its history is closely connected with the celebrated saint Makhdoom Ashraf, fourth in descent from him was Shah Jafar who drove out the Bhars from Kichhauchha and took possession of it.
Water Cruise Circuit

As the country's ports and waterways go in for upgradation, there will emerge a scope for both ocean and river cruises. This is an area relatively untapped in India, with crude barges or boats serving as small town entertainment even in world-famous centres like Goa. More attention from the private sector to this aspect of tourism can bring in much needed income that can be ploughed into beautifying riverside spots as scenic, picnic and entertainment complexes. Haryana, for example, has made good use of its sprinkling of lakes to develop tourist resorts, though its marketing leaves much scope for improvement.

In river rafting, India possesses a tremendous potential in this field. The river Ganges from Rishikesh to Rudraprayag provides an excellent flow for this sport. Rivers such as Teesta in North Bengal, Brahmaputra in Assam, Beas in Manali and Indus in Ladak provide excellent conditions for the river rafters. Presently this sport is promoted by private operators. Given its potential in the rivers of India there is a great need for government participation on a large scale. If this is forthcoming it would give a big impetus to adventure tourism. It is quite an expensive sport since the equipments have to be imported. Given some help and encouragement, it can be made lucrative. The paucity of trained instructors only tends to discourage this sport.
Our country has a very long coastline. The Coromandel coast and Malabar coast are well known all over the world. These two areas are ideal places for water sports. Indian coastal areas are also blessed with natural beauty.

We can also boast of a number of lakes including fresh water ones. Orissa and Kerala are famous for their lakes. This is the right time to exploit the tourism potential of these areas which remain untapped till now. These aquatic regions are ideal for adventure tourism including international aquatic events.

In Uttar Pradesh, in order to promote adventure tourism and water transport, special efforts are being made by the Department of Tourism. Boat clubs had been opened at Lucknow and Allahabad in 1997-98, where training is imparted on water sports. Two cruise boats had also been purchased and purchase of a 'bazra' luxury boat is proposed. Allahabad Development Authority is already running a cruise boat while the second one will be run between Chunar and Varanasi.

A boat ride on the Ganges has become one of the must dos of a visit to Varanasi. It's customary to do the trip early in the morning when the light is particularly atmospheric. Even if you are not staying near the river, it's easy to organize a boat for sunrise as rickshaw walahs are keen to get a pre-dawn rendezvous arranged for the trip to the river. Get the rickshaw-wallah to take you to a large ghat such as Daraswamedh, where one can choose from a large number of boats. Travellers have often reported of having being taken to smaller ghats with a single boat placing them in a poor bargaining position.
The government rate for hiring a boat capable of holding up to four people is Rs. 45 per hour. For a boat that can seat up to ten people is Rs. 60 per hour. Tourist frequently pay much more out of ignorance.

The Water Cruise Circuit is of special interest to tourists, particularly foreign. While Uttar Pradesh is a landlocked state and can not provide sunny beaches and scope for ocean cruises and other kindred sports, its unique multi river system, which stretches all the way from the west to the east, offers immense potential for river rafting and scope for adventure tourism. The river Ganges from Rishikesh to Rudrapryag provides an excellent flow for this sport. A boat ride on the Ganges to visit intriguing Varanasi, as described earlier, is a must for any tourist domestic, or foreign and it is indeed very popular. To promote adventure tourism and water transport facilities special official attention has been given to this sector. Boat clubs have come up at Lucknow and Allahabad and training in water sports is imparted there. Some cruise boats have already been acquired and cruises have been organized particularly to Varanasi.
Jain Shrines Circuit

It is the secret land of Tirthankars. It is the region where non-violence, peace and truth have been understood and practiced for thousands of years. Uttar Pradesh is the renowned place of many historical dramas and mythologies. The innumerable Jain Shrines that dot the state of Uttar Pradesh speak of a myriad intimate association with the lives and activities of the Jain Tirthankars (Jain religious preachers), who spread the message of peace, non-violence, love and enlightenment. It is this that has attracted and moulded the sentiments of millions of people across the nation as well as the world.

Today, around 3.2 million Jain devotees live in India. Uttar Pradesh holds immense attraction for all those who desire to see the great Jain architectural splendour, and to know and understand the teachings of the great Tirthankars - the liberated souls who, through hard penance, freed themselves from the cycle of birth and rebirth. And, offered to humanity the recourse to salvation, freedom from the ocean of Phenomenal Existence, and liberation from the 'Cycle of Rebirth' through Jainism.

Jain Shrines

The group of 31 Jain temples, though of a later date, are no less remarkable. The site was a Jain centre from the post-Gupta times up to the 17th century. Panels depicting scenes from Jain mythology, Tirthankara images, Manastambha (votive pillar), Ayagpatta (votive tablet), Sarvato bhadra pratima (Jain...
images visible from all sides) and Sahastrakuta (pillar carved with a thousand Jaina figures) are found here.

Ratnapuri, Swargdwar, Baksaria Tola, Ramkot Muhalla and Muhall- Mondhiana Rajghat in Ayodhya as also under mentioned places of interest from the point of the followers of Jainism.

Kausabi got its due importance with the presence of the 6th Thirthankar Padmaprabhu, who was born here. He also grew up and received his education here.

Sarswati is more popular as a holy place of Jains. Each year, thousands of Jains come to this place to celebrate the birth day of Lord Sambhanath.

Shauripur has two temples of the Digambara Jain Samaj, and pilgrims from all over the country come in to offer their prayers throughout the year.

Kashi

Kashi has the honour of being the birth place of four Thirthankars, namely Suparshav, Chandraprabhu, Shreas and Parshva.

Bhadaini Jain Pilgrimage - the birth place of the 7th Tirthankar and Bhelupura - the birth place of 23rd Tirthankar.

Hastinapur (Meerut)

Hastinapur was constructed by the Gods. Starting from the time of Lord Rishabh Nath to the time of Lord Mahavir, Jainism has been influential in this place. Thirthankaras Lord Shantinath. Lord Kunthanath and Lord Aranath were born here.
Pawanagar is famous for being the place where Lord Mahavir attained 'Nirvana'. It is also known as Sathiardiha and described as 'Sathik Deha'.

In Kakandi, the 9th Tirthankar Lord Suvidhinath was born. He took his Diksha in Pushpakvan and for 4 years he underwent penance.

At Pabhosa, the 6th Tirthankar Bhagwan Padmaprabhu went into deep meditation on the thirteenth day of Kartik, after having renounced the world.
Sikh Panth Circuit

Ahrauli Govind Saheb:

The place is of interest due to the association of Govind Shaheb a Saint, who passed his days in meditation here. A religious fair lasting ten days is held here annually in the month of Agrahana, the peak day being the tenth day of Shuklapaksh.

Hem-Kund-Saheb:

It is a sacred lake situated at the heights of 4320 metres and is a pilgrim centre of Sikhs, due to its association with Guru Govind Singhji, who performed the penances at this place. The place can be visited from Govind Ghat through the valley of flowers.

This sacred Sikh shrine is situated on the shores of the Hemkund Lake (4320 mtrs.). Guru Givind Singh, the tenth and last Guru, unified with God after prolonged meditation in his previous birth. The Guru's autobiography which contains, a detailed description of the place helped two devout Sikhs, Sant Sohan Singh and Havldar Mohan Singh to rediscover it. According to Hindu mythology, Hemkund or Lokpal as it is also known, is where Lakshman had done his penance.

Hemkund is a 15 km trek from Govindghat, which is the gateway to the Bhyundar or Lakshman Ganga Valley. Govindghat is on the bus route to Badrinath. The trek from here to Hemkund takes one through forests of pine and rhododendron

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where wild roses, ferns and alpine flowers bloom. The surging waters of Lakshman Ganga are also visible. The last 5 km of the trek entails a steep climb from Ghangharia, which is a base for visiting Hemkund.

Hemkund Lake is about 2 km in circumference. Its clear, still waters mirror images of the Saptashringa Peaks (5500 mtrs.) which surround it. Bits of ice still float on the waters between July and October, the best season to visit Hemkund. The rock-strewn shores of the lake are covered with moss and flowers in bloom. Other places of interest are:

**Gurudwara Hemkund Sahib**

This imposing star-shaped structure of stone and concrete masonry is on the shores of the lake. An outlet behind the Gurudwara is the source of the Lakshman Ganga.

Temple of Lord Lakshman, a small temple nearby, dedicated to Lord Lakshman.

**Ghangharia**

Situated in the midst of pine grove, Ghangharia serves as a base for visiting Hemkund Sahib. It is the last human habitation in the valley. A Tourist Lodge, log huts, tents and a gurudwara provide comfortable accommodation.

**Govindghat**

The confluence of the Alaknanda and Bhyundar or Lakshman Ganga. It has an imposing Gurudwara named after Guru Govind Singh.
Eco-Tourism Circuit

Eco-tourism has been defined variously as "on economic process where rare and beautiful ecosystems are marketed", or as "tourism with a specific motive of enjoying wildlife and underdeveloped natural area" or as "purposeful travel to natural areas to understand the culture and natural history of the environment taking care not to alter the integrity of the eco-system." These definitions show two specific trends; in the one, eco-tourism has been viewed as a consumer item and in the other, as a satisfying experience. The definition provided by the World Tourism Organization (WTO) is more exact and comprehensive. According to it, eco-tourism is "tourism that involves travelling to relatively undisturbed natural areas with the specified object of studying, admiring and enjoying nature and its wild, plants and animals, as well as existing cultural aspects (both of the past and the present), found in these areas."

Various activities that come under the concept of eco-tourism encompass a wide range of activities that can be termed as outdoor recreation, such as: trekking, hiking, mountaineering, mountain cycling, kayaking, bird-watching, boating, river rafting, skiing, biological explorations and visiting wildlife sanctuaries. Most of these activities are akin to adventure tourism where accent is on deriving thrill out of nature. In adventure tourism generally the young people participate, whereas in eco-tourism the older and mature tourists are involved along with the young. Eco-tourism's
approach is that of looking at nature as something to be appreciated for its own sake. Eco-tourism also differs from mass tourism, or what may be termed as resort tourism, in a significant way. In the latter, the main objective of the tourist is to get away from the usual routine, enjoy a holiday, visit places of historical or tourist interest and go back carrying the memory of a good outing. A majority of these tourists do not feel much inspired by the natural beauty or the cultural uniqueness of the areas unlike eco-tourism in its strictest sense as outlined by WTO.

Mountains provide an effective arena for the conduct of eco-tourism activities. The unique eco-system of the mountains, their grandeur and the awe-inspiring scenic beauty are a source of perennial attraction. In addition trekking, hiking, mountaineering, in fact almost all the eco-tourism activities can be organized on the mountains. Mountains are rich pockets of green. The variety of trees, herbs and flowers is breathtaking. These green pockets are significant in many respects. They not merely add to the beauty of the landscape but they are also an abode of abundant flora and fauna. They are also a treasure of plants, shrubs and herbs of medicinal value. The locals revere these green pockets and traditionally conserve them as sacred groves. Hundreds of sacred groves are scattered all over India in the plains as well as in the mountainous regions. Shipin, about 12 kms from Shimla, in the Himalayas has the biggest deodar grove that is home to trees, hundreds of years old. There are many such groves in the Himalayan region that find mention in Indian ancient scriptures. The Himalayas is India's
natural as well as spiritual heritage. Unfortunately, the ecology of the Himalayas is undergoing fast deterioration and requires immediate attention. It is at this point that eco-tourism with proper management of conservation can help the mountain ecosystem. The mountains have a large variety of animals and birds. Watching them in their natural surroundings in sanctuaries and forest reserves can be a thrilling and educative experience.

Eco-tourism activities on and around the mountains can be grouped as under:

* Outdoor activities such as trekking, hiking, mountain cycling, mountaineering, river rafting etc. for small groups.
* Visit to sacred groves and the heritage spots with a conscious effort to understand their religious and cultural significance for the locals.
* Visit to wildlife and bird sanctuaries and national parks.
* Treks to lakes, valleys and snow peaks where possible.
* Staying with the local communities or in the pristine surroundings, watching and appreciating their traditions and culture.

The question arises as to what steps need be taken to make eco-tourism an effective way to fulfill its triple functions; economic, social and environmental? For the success of eco-tourism, there are some cardinal points that should be attended to. It is essential to ensure that tourists desirous of enjoying the benefit of eco-tourism are taken around in small groups; they should be aware and environmental friendly and should be
motivated to admire nature for nature's sake. The areas demarcated for eco-tourism should be exclusively set aside for the purpose and should be well preserved, having natural environment with variegated and thick vegetation, water, historic, ethnic and cultural resources. The activities should be so planned that they are eco-friendly and least damaging to the eco-system. These should also be conducive to the local cultures and should hurt neither the visitors' sentiments nor those of the locals. The local people with knowledge of their culture, traditions and customs should be involved as the key actors in the venture so that they have full participation as also the ability to satisfy the curiosity of the visitors. Uttar Pradesh's official approach is on these lines.

Dudhwa National Park

In order to provide suitable conditions for rehabilitation of the magnificent Indian swamp deer and other species of wildlife in the north Kheri Division of the district, an area of 212 sq km was declared as Dudwa Sanctuary in 1968. Having considered the flora, fauna, ecological and geomorphological importance and wildlife potentials of the area, the Government of Uttar Pradesh has increased the area to 400 sq km and upgraded to the status of a National Park, wherein all forest exploitations have been stopped. This National Park finally came into being on February 1, 1977. It has about 40 tigress, four panthers, 220 sambhars, 2000 swamp deer, 2000 spotted deer, 400 hog deer, 20 barking deer, 1000 wild bears, 70 sloth bears, 10 black bucks, 100 nilgai, 15 crocodile and 22 wild
elephants according to a recent estimate. There are about 400 species of known birds and numerous reptiles and fish.

Dudhwa National Park is easily approachable from Lucknow and Delhi both by rail and road. It is 430 kms from Delhi, the National Capital and 215 kms from Lucknow, the State Capital. Palia Kalan is the nearest town at a distance of 10 kms where postal, hospital and banking facilities exist. The best season to visit the place is between November and May.

Chila wildlife Sanctuary - Chila Wild life Sanctuary, part of Rajaji National Park, covers an area of around 240 sq km. It is open for tourist between 15 Nov. and 15 June. Other sanctuaries are mentioned below:

Bharatpur Bird Sanctuary, Kukrail Reserve Forest, Nawab Ganj Bird Sanctuary, Gokhara Hill, Chandra Prabha Sanctuary, Wild Life Sanctuary, Kaimoor Wildlife Sanctuary and Hastinapur Sanctuary.

A panoramic view of Haridwar can be enjoyed from the temple of Chandi Devi located on top of Neel Parvat. The temple is a 3 km trek from Chandi Ghat. Legend has it that Chanda-Munda the army chief of the local demon king, Shumbha-Nishumbha, was killed by Goddess Chandi here. There is a dense forest on the other side of the hill inhabited by elephants and other wild animals.
Chapter - 5

Critical Review of Tourism Performance of Uttar Pradesh
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Critical Review of Tourism Performance of Uttar Pradesh

In this concluding Chapter on the evaluation of the performance of the Tourist Industry of Uttar Pradesh, no specific attempt has been made to comment on the statewise scenario and highlight which state has been more successful in promoting tourism in the country. The focus would be essentially on the manner in which Uttar Pradesh public sector in tandem with the private sector has carried tourism forward in the state.

The approach to tourism promotion in Uttar Pradesh is highly commendable and appropriate, publicity has been given the highest initial priority, as also a sustained one. This has been simultaneously followed up by the duly spruning up of existing centres of tourist interest, formulating special programmes to attract tourists and of course providing all essential facilities on an expanding scale to them, both foreign
and domestic, encompassing hotel accommodation, rail, road, air, water travel and protection and safety.

Let us take up publicity first. As a priority step, it was essential to first acquaint the prospective tourist of the fascinating natural endowments of the state, its unique and impressive historic monuments, its glorious spiritual and cultural heritage and their pervading character.

In the first instance publicity literature was made available and widely distributed locally and abroad. It is heartening to note that Uttar Pradesh has taken advantage of the latest techniques adopted for effective and widespread publicity. It has boldly entered the Internet Age by arranging website to communicate the latest factual information in addition to giving due publicity to Uttar Pradesh's potential embracing its abundant natural attractions, its famed historic monuments and its spiritual and cultural heritage.

Uttar Pradesh had made it a point to organize seminars at diverse places in India and abroad to give effective publicity projecting Uttar Pradesh as a magnetic region for tourism and a fruitful one for the Tourist Industry (private sector).

To give effective publicity Uttar Pradesh has from time to time organized special programmes, such as, International Yoga
Week (at Rishikesh), Ganga Water Rally (from Allahabad to Varanasi), Taj Mahotsava (Agra), Jhansi Mahotsava (Jhansi), Buddha Mahotsava (Sarnath/Kushinagar), Lucknow Mahotsava (Lucknow), Ganga Mahotsava (Varanasi), and Ayurveda Week (Hardware), etc.

To give publicity to places of Buddhist interest in the state, the Buddhist Mahotsava was organized in collaboration with the Central Government and the State of Bihar. Besides, an International Buddhist Seminar, attended by about 2000 foreign tourists, was successfully organized. A special feature was the Buddha Parikrama Tourist Train flagged off at Kolkata's Howrah Station and routed through Gorakhpur (Kushinagar), Varanasi (Sarnath), Rajgir and Bodh Gaya.

Uttar Pradesh's official policy approach has been re-defined and is a very apt and a healthy one. It has appropriately given priority to publicity. It has commendably reckoned and declared tourism as an Industry in keeping with that of the centre. Besides, it regards tourism as a cooperative venture between the Central Government and the State Government. In pursuance of the cooperative approach it has also sought the full cooperation of the private sector and extended financial assistance to it. Under the new policy it exempts all recognized
tourism units from a variety of taxes, such as trade tax, entertainment tax, luxury tax for five years from the date of commencement.

Hitherto government policy was to create tourism infrastructure through the public sector. With a liberalized business environment and changing economic scenario, participation of private sector in the development of the tourism sector had become imperative in the interest of optimum growth and the best utilization of tourism resources in the state.

Furthermore, the new tourism policy envisages an ambitious target of generating direct employment opportunities for five lakh persons and indirect employment to about 50 lakh persons in the next ten years. In the interest of strengthening the infrastructure and meeting the anticipated demand and the official target it is proposed to increase the number of approved hotels from 80 to 300 in the state and the number of available beds from 5000 to 15000. According to an estimate one foreign tourist from every three and one from every four domestic tourists visits Uttar Pradesh. It is anticipated that in the next ten years the number of foreign tourists will go up to 30 lakhs and domestic could number 10 crore. Similarly, travel facilities are to be significantly enhanced, whether by road, rail or air, even
river to meet the increasing demand and to improve the quality of the service, including provision for luxury travel for those who can afford it. It may be added that the same approach has been followed in respect of tourist accommodation. Luxury accommodation, average type accommodation and budget conscious accommodation would be simultaneously available to choose from. Due attention will also be paid to the provision of healthy surroundings, availability of potable drinking water, etc. Fixed tariffs schedules are to be strictly observed. Furthermore, appropriate institutional arrangement would be provided for the personal protection and safety of tourists to safeguard their exploitation by drug smugglers and touts by the formation of exclusive 'Tourist Police'. Special attention will be given to minimize bureaucratic procedure and red tapeism in respect of registration, money changing, railway booking, tour programming and guided tours.

Uttar Pradesh is a tourist paradise. The majestic Himalayas offer unique opportunities for eco-tourism, mountain climbing, trekking, skiing, etc. Its river system provides scope for manifold water sports and challenging surf riding. Its rich flora and fauna are nature's generous gift. Its ancient mausoleums, monuments and architecture are not merely of historic
importance but also unique as testified by the inimitable Taj Mahal. Its Hindu, Jain and Sikh religious centres, fairs and festivals attract the domestic tourist and pilgrims in thousands and present a fascinating an unbelievable spectacle to the foreign tourist.

It may be recalled that Uttar Pradesh is the birth place of the Hindu religion, venue of its famous sacred mythologies (Ramayana and Mahabharata) and ancient culture. The century long Muslim domination (suzerainty) of India has left behind indelible 'land marks' and to a much lesser extent of the British Raj. The pluralistic culture of the state takes the foreign tourist by surprise.

In order to rationalize its Tourist Development Programmes the Uttar Pradesh Administration has divided the region into nine Circuits. This has enabled regional development planning and functional planning of specific tourist interest. The Circuit wise tourist development features are spelt out in detail in the preceding chapter and do not justify repetition but attention may fruitfully be drawn to selected features. The Buddhist Circuit has received much attention presumably to attract tourists from Buddhist countries of East Asia. Also Buddha's teachings have aroused the
curiosity of the West. Buddhism sprang from Indian soil, but more pertinently from Uttar Pradesh. The remaining Circuits have also claimed the serious attention of the tourist development planners, namely Braj (Agra - Mathura) Circuit, Bundelkhand Circuit, Awadh Circuit and Vindhya Circuit, Jain and Sikhs Circuits which are of religious interest and/or natural attractions. The Eco-Tourism Circuit and Water Cruise Circuit are of interest mainly from the present day tourist angle.

Lucknow, the capital of Uttar Pradesh is in the fascinating Awadh Circuit. A city symbolizing art of gracious living, fabled monuments steeped in history, 'adab' (polite culture) and the legendary hospitality. Also 'Dum Pukht' - world renowned art of slow cooking. One is reminded of the long line of famous high living Awadh Nawabs and the renowned 'Lucknow Gharana' which has produced world acclaimed classical dancers, vocalists and musicians. It is also famous for its classical handicrafts and exquisite evenings. Lucknow is all this and more. Its bustling metropolis with modern hotels, ritzi shopping arcades and exotic eating joints. Truly, there are many facets to this charming city which retains much of its old world charm. Attractions include the Residency, the numerous imposing Shia Imambaras, Picture Gallery, Chattar Manzil,
Kukrail Crocodile Farm, Nawab Ganj Bird Sanctuary and Bittor, Neemsar and Naimisheryanya.

In order to give training to students regarding tourism and travel trade, a Tourism Management Institute (TMI) has been recently established at Lucknow.

Braj (Agra-Mathura) Circuit is the abode of the world famed Taj Mahal, a memorial dedicated to true and eternal love. To the beholder, it is a paragon of beauty. A dream in marble. It is to be seen to be believed. View it in moon light, particularly full moon. It will be unforgettable.

The Taj Mahal is indeed the highlight of a visit to this historic city; even more so of Uttar Pradesh tourism and without question of a must in the tourist's itinerary of India. But Agra region offers, in addition to the Taj, other attractive features such as the Agra Fort, Itam-ud-Daulah's tomb, Maryam's tomb, Ram Bagh, Sikandara and of course Fatehpur Sikri; as also Lord Krishna's own Braj Bhoomi - Mathura, Vrindavan, Barsana, Gokul, Nandgaon and some others.

Because of the international importance of Agra, a Heritage Fund of nearly Rupees five crores has been set up for the preservation of the environment and the development of infrastructural facilities in the region. It has been decided to
re-open the Taj Mahal at night for the eager visitors, foreign and domestic. The "Passage to India" luxury train on the Mathura - Agra - Corbett - Lucknow route is in operation in conjunction with the Railway Ministry.

The Bundelkhand Circuit is steeped in history and fables, bravery and martyrdom, battles and religion. The entire region echoes with the legacies of a chequered past. The entire Bundelkhand region hides within its fold several destinations, each waiting to be discovered. Jhansi, a city immortalized by the bravery of the famous Queen (of Jhansi) and the birth place and playing ground of Dhyan Chand, the hockey wizard of world fame. Centres of religious import like Chitrakoot, Deogarh (with its ornate Jain temples), Mahoba, Rani Mahal and Kalinjar are of historical importance.

The Vindhya Circuit boasts of the Vindhyachal mountains which are amongst the oldest in the world. The region is famed for its rock cave paintings, tribals, the world famous Mirzapur carpets, various revered Shakti Shrines and string of forts which gave birth to the legends of the famed Chandrakanta.

An "Ayodhya Package" is under implementation. The project has set up an Ayodhya Nidhi Teerth Yatra Niwas Rain
Basera and envisages various other works relating to tourism development, beautification and public amenities.

Uttar Pradesh attracts pilgrims throughout the year. The summer months are suitable for visits to mountain shrines of Badrinath and Kedarnath in the Himalayas - one a Vaishnava Shrine and the other a Shiva Shrine. The two Himalayan temples close down for the winter in late November but the temples at Varanasi are open throughout the year. Ayodhya, in eastern Uttar Pradesh, is important as the supposed birth place of Shri Rama. In recent years it has suddenly gained in importance because of the fierce controversy over the disputed site of the now demolished Babri Masjid.

Allahabad, also known as Paryag, in the Vindhya Circuit is highly important to all religious Hindus, because a dip in the confluence of Ganga and Yamuna rivers is a dream of a lifetime and the immersion of ashes is a feature which all devoted sons and daughters like to perform. Allahabad is also notable because of the Kumbha fair and also the Ardha Kumbha fair. The Kumbha particularly attracts Hindus from all over India and elaborate arrangements are made by the government for the holy bath for the millions who wish to bathe in the confluence at the right astrological time. While the Kumbha is held once
every twelve year, the Ardhakumbha is held more often but the
sight also varies and may also shift to Ujjain, ancient Avanti, in
Madhya Pradesh. Allahabad also has several elegant churches.

The city which attracts tourists of all kinds, apart from
the pilgrims of the Hindu faith, is the eternal city of Benares,
also known as Varanasi. Here flows the mighty Ganga in the
sacred waters of which Hindus make it a point to take a holy
dip. Thousands do so and present an amazing sight. Along the
river there are innumerable ghats among which the
Dashashvamedh is specially important because it is nearest to
the Kashivishvanath temple which every Hindu wants to visit
and worship atleast once in his life time. Varanasi is also the
home of much song and dance.

It is not only the religious significance of the city which
makes it worth a visit but also the other attractions it offers like
the ghats along its long water front which can be viewed best in
a boat journey. If one also visits Ramnagar across the river it
would be rewarding and incidentally gives the boatman some
rest from continuous rowing. The city is also a venue of
learning as examplified by the Benares Hindu University
(BHU). Nearby is the historical city of Sarnath sacred to the
followers of Buddhism.
The Jain Circuit is the ancient homeland of the Tirthankars (Jain religious preachers). It is the region where non-violence, peace, love enlightenment and truth had been acclaimed and practiced for thousands of years. Innumerable Jain shrines, associated with the lives and activities of the Jain Tirthankers, are spread all over Uttar Pradesh. It is claimed that the religious preaching of the Tirthankers have had their impact eversince and tended to mould the sentiments of millions of Indians who have accepted the message of peace, non-violence, love and enlightenment. There are over 3 million Jain devotees in India.

In the Sikh Panth Circuit the two major centers of interest are Ahrauli Govind Saheb and Hem Kund Saheb, a lake situated at a great height. They are associated with the lives of meditation and penance of Sikh Gurus and attract Sikh pilgrims in large numbers to fairs held annually.

The Water Cruise Circuit is of special interest to tourists, particularly foreign. While Uttar Pradesh is a landlocked state and can not provide sunny beaches and scope for ocean cruises and other kindred sports, its unique multi river system, which stretches all the way from the west to the east, offers immense potential for river rafting and scope for adventure tourism. The
river Ganges from Rishikesh to Rudrapryag provides an excellent flow for this sport. A boat ride on the Ganges to visit intriguing Varanasi, as described earlier, is a must for any tourist domestic, or foreign and it is indeed very popular. To promote adventure tourism and water transport facilities special official attention has been given to this sector. Boat clubs have come up at Lucknow and Allahabad and training in water sports is imparted there. Some cruise boats have already been acquired and cruises have been organized particularly to Varanasi.

Eco-Tourism is not altogether a new concept but is receiving special attention of late as it was not being strictly adhered to. It has two facets, namely (a) the sheer enjoyment of nature's glorious spectacles without tampering with it and (b) availing of some of nature's gifts by embarking on challenging tourist ventures, again refraining from despoiling them.

According to WTO eco-tourism "involves travelling to relatively undisturbed natural areas with the specified object of studying, admiring and enjoying nature and its wild plants and animals, as well as existing cultural aspects (both of the past and the present), found in these areas". The concept of eco-tourism also extends to various activities termed as outdoor recreation, such as: trekking, hiking, mountaineering, mountain
cycling, kayaking, bird watching, boating, river rafting, skiing, biological explorations and visiting wild life sanctuaries. Most of these activities are a kin to 'adventure tourism' where the accent is on deriving thrill out of nature. In adventure tourism generally the young people participate, whereas as in eco tourism, in the sense of sheer enjoyment of nature, the older and mature tourists are involved along with the young.

Uttar Pradesh can generously cater to both facets of eco-tourism because of its rich natural endowments - mountains, forests and rivers. The Himalaya mountains are characterized by their awe-inspiring scenic beauty and a source of perennial attraction. Uttar Pradesh has an abundance of unique flora and fauna and its extensive river system covers the entire state and is navigable.

Uttar Pradesh is giving priority to conserving and developing its eco-tourism potential in its widest connotation and to spreading an eco-friendly culture to preserve its ecosystem. Its wild life and bird sanctuaries are turning into showpieces. Cooperation of tourists is essential which is not always forthcoming. Eco-tourism is a challenging Circuit. There is ample scope in Uttar Pradesh to attract tourists to enjoy the pristine beauty of its natural endowments and if they so wish to
avail of opportunities to indulge in outdoor activities akin to activities designated as adventure tourism.

Uttar Pradesh is one of the most, if not the most, glamorous tourist region in India. The state of Uttar Pradesh in collaboration with the private sector and assisted by the Central Government has steadily developed tourist attraction centres and corresponding facilities. But it still has to reach the pinnacle which will take time, money and dedication. The potential is there for sure and the state does not lack the enthusiasm or specialized technology. The way the tourism programme is being implemented it inspires optimism but nevertheless over confidence is not justified because there is still much ground to be covered by way of enhanced publicity of tourists centres and programmes and provision of adequate facilities to be reckoned as a flourishing and ideal tourist haven. As more and more appropriate facilities are offered to the foreign and domestic tourists, Uttar Pradesh will gain in popularity and attract more tourists. The challenge is to meet unabatting and rising demand continuously and efficiently. The financial returns from tourism will go a long way to meet the financial implications.
The criticism that has been widely voiced is that the interest that is being exhibited in India in developing tourism, rather the tourist industry, is primarily motivated by financial considerations. The public sector is interested in augmenting foreign exchange earnings and its domestic revenues however much the industry is subsidized. The private sector is obviously motivated by securing progressively increasing and assured income. Infact the tourist drive has evoked keen competition between states to increase their relative share of financial gains and other benefits. There is also perceptible competition amongst the private entrepreneurs in enhancing their respective share of the spoils.

Nevertheless, it would not be fair to over emphasize the financial aspect. There are also other genuine considerations from the overall national or regional point of view. Tourism is certain to boost the economy, if it continues to pick up the way now discernable. There would be an all round increase in demand for Indian products, specially the output of its indigenous arts and crafts, which tourists, both foreign and domestic, would like to acquire as souvenirs. This will certainly give a fillip to the economy. Equally, if not more important, is its impact on the status of employment. Tourism is bound to
step up the scope for the lucrative employment of both the literate and illiterate sections in the employment market. The public sector, as also the private sector will need more hands to implement their tourist development programme (in the case of the public sector) and tourist business (in the private sector).

Apart from the obvious advantages to the economy, there is bound to emerge a growing pride in our natural wealth and age old heritage. It will, also give worldwide publicity to the outstanding physical and cultural features of India and Uttar Pradesh in particular.

All said and done, despite its outstanding natural, historical, religious and cultural assets, Uttar Pradesh continues to be one of the relatively economically backwards states of the Indian sub-continent. But one must not hesitate to simultaneously admit that India itself as a whole, is a relatively backward region compared to the developed countries of the West, and even in some respects in relation to some other backward sister countries of the Third World, for instance, in respect of tourism promotion.

Nevertheless, we may count on tourism to bring the many politically independent nations closer together through mutual appreciation of each others diverse flora and fauna, arts
architecture and cultures and strengthen the notion that our world is one big 'Global Village'.

Fortunately, the trend in respect of tourism to-day is to become global in the sense that a tourist, no matter to what country he or she belongs to, tends to include several foreign countries in his or her itinerary, rather than confining it to a particular destination. In many countries, if not most, tourism is being sponsored today. This is a welcome trend as it tends to bring people of diverse regions together and they, both foreigners and Indians, can not fail, over time, to realize that despite divergent features, the common traits and attitudes and aspirations are surprisingly fairly abundant to make one realize that all mankind abides, as stated earlier, in one big 'Global Village'. Today's tourists is not just a globe trotter but one who is in the making of a World Citizen.

In the drive to enhance tourism in the country, Uttar Pradesh has by no means lagged behind as the preceding chapters will testify. Nevertheless, the initiative taken has to be kept up and the attractions provided have not merely to be enhanced but maintained in top condition.
India as a whole is a tourist's precious mine of gems but Uttar Pradesh is a conglomeration of some of its rarest and brightest ones.

To recall and further elaborate the approach to tourism promotion in Uttar Pradesh is highly commendable and appropriate. Publicity has been rightfully given the highest initial priority. This was duly followed up by spruning up of centres of tourist interest and providing all essential facilities to tourists, both foreign and domestic. Particular attention was given to the latter objective. On arrival bureaucratic procedure of registration, etc. was simplified. Tourists were assisted to identify their areas of interest and in selecting appropriate tourist programmes and destinations. Appropriate transport facilities were arranged and in anticipation appropriate accommodation facilities were provided ranging from luxury accommodation and middle level to budget conscious ones. It was also appreciated that the demands of the conventional tourist, whether foreign or domestic, were different from those of Indian pilgrims who generally traveled on 'mass scale'. Due attention was given to providing safety and protection to tourists and pilgrims.
National considerations, aspirations and the spirit of cooperation between the Centre and the states inspired Uttar Pradesh's approach to tourism and also between the public and private sectors. The general public was also taken into confidence. Thus, it is very apparent that the overall approach of Uttar Pradesh was a highly rational and an appropriate one. In terms of tourist response the magnitude of the flow tended to significantly increase and Uttar Pradesh bagged the largest chunk. It may be added that the outlay on tourism development was also the highest. With its evident potential - natural, historical, religious and cultural - and successful exploitation thereof, it is no surprise that Uttar Pradesh had won, as early as 1997-98, the 'Best Performing Tourism State Award'.

Uttar Pradesh's tourist development programmes together aim at attracting tourists, whether foreign or domestic, in progressively increasing numbers and making tourism viable from the financial and employment angles. Success in these directions have indeed been noticeably achieved but there is as yet much to be achieved and is achievable. Assurance arises from Uttar Pradesh's abundant natural, historical and cultural potential. As also from the rational official policy approach and the joint efforts of the public and private sectors giving
concrete shape to them. While development programmes and schemes are of the familiar kind, Uttar Pradesh has not failed to be innovative. Attention may be specially drawn to the novel 'Visit Your Roots' Scheme described in the preceding chapter.

In the midst of all this glamour - natural and man made - one can not help noticing the abject poverty of the masses amidst plenty. Not that the foreign tourist is ignorant of its existence but becomes an eye witness. Uttar Pradesh unfortunately happens to be one of the economically poorer states of India. Notwithstanding the success of its tourism development plans, it has failed to eliminate the naked poverty of a large section of its inhabitants though it is otherwise a distinguished state of the Indian subcontinent.

This feature is not peculiar to Uttar Pradesh. It is part of an All - India panorama. Where has our politico-economic policy failed? It is a sixty four million dollar question. The relatively smaller number of the fabulously and not so rich sections exist side by side of the majority of the lower middle class and the overwhelming sections of those below the poverty line. Are we justified in publicizing our plus points and covering up our failures? The politico - socio order not merely of Uttar Pradesh but that of the whole sub-continent of India
calls for mind searching and effecting a radical change. It is not enough to boast of the natural beauty of the Indian landscape, including that of Uttar Pradesh, take a pride in our ancient religious belief and customs and our unique historical monuments and festivals. The issue that starkly confronts us is that how and when we shall evolve a genuine, equitable political, and economic order?

We may now conclude the present thesis with the following observations.

The foreign visitor/tourist is overwhelmed by India's manifold and rich natural resources, its ancient mausoleums, monuments, fine architecture, fascinating arts and crafts and its delectable cuisine. He is also equally impressed by its numerous intellectuals, technologists and scientists of world class, the fabulous wealth of Indian maharajas, landlords, businessmen, professionals and the growing number of the upper middle class and their life style, as also the spiritual fervour and piety of the people. He also cannot fail to notice the all round corruption, the inequitious caste system, the naked and brutal religious discrimination and violence, people dying despite abundant grain stocks, groups of uninhibited children, women and men of all ages defecating in the open spaces along
the railway tracks within the sight of railway passengers (One foreigner has described India as one big lavatory), stray cattle, plethora of touts and beggars and mass poverty. The foreign visitor/tourist thus returns home with the image of the 'Two Faces' of India.
Chapter – 6

Conclusions & Suggestions
Chapter – 6

Conclusions and Suggestions

Tourism is essentially a twentieth century phenomenon. In early times indeed merchants, missionaries, and explorers travelled long distance by land and sea in pursuit of their vocations and interests. But today, travelling designated as tourism is undertaken by literate masses for acquiring knowledge of how others live and what the different countries look like. It is an exciting hobby. Ours is not a monotonous globe. The natural and geographical, the political, economic and cultural variances are immense. It is this wide and fascinating canvas that attracts the tourists to make their acquaintance of other parts of the world and its native inhabitants. It is undertaken mainly out of curiosity, enhancing ones knowledge and experience and thereby deriving satisfaction and joy. Business could also be combined with it, if so required.
Tourism is essentially the temporary movement of people for holiday to destinations outside their normal place of residence or work. It differs from migration, which is a permanent shift of residence.

Strictly speaking the conventional type of pilgrimage (religious) does not qualify to be called tourism but in India the distinction is being overlooked, because of its scale and also because Indian tourists often include religious places and festivals in their itinerary. However, the Indian tourist industry (private sector) caters to the foreign and domestic tourism and not the pilgrims who come within the purview of the public sector.

It may also be underlined that to-day tourism has assumed a global character. Domestic tourism, that is within the confines of the home country, is being speedily over shadowed by international (global) tourism. This is particularly so in the case of foreign tourists. However, Indian tourists have more recently tended to embark on global tourism, which is possible only in the case of the very rich. Or, when business trips abroad also take in ‘sight seeing’ in the visited country or countries. Global tourism has picked up because of present day travel facilities, particularly by air.
Thus, tourism includes both domestic and international (foreign) tourism. Like wise, tourists include both domestic and foreign tourists. The Indian tourism industry caters to both domestic and foreign tourism but it is the foreign tourist, who receives more particular attention for obvious reasons. The tide of foreign tourists the world over is rapidly rising and the Orient is their main venue. India wants to take advantage of the rising tide and is infact eager to increase its share of the global tourist traffic. It is both economically rewarding and stimulates a national pride because of our immense quality tourism potential. Uttar Pradesh stands out as a tourist's paradise.

Global tourism tends to bring people resident in different countries and climes, far and near, together to share their respective gifts of nature, flora and fauna, historic monuments, architecture, arts and crafts, varied customs and cultures, festivals, novel delectable cuisine and styles of living. While the differences are noticed, what amazes the foreign tourists is how much there is also common between different linguistic, racial, religious, cultural groups and in respect of economic and political aspirations. This tends to make one feel that despite variations in outward expression the underlying sentiments are virtually the same. Mankind is essentially one human race and
the world a big ‘Global Village’. To day’s tourist is not a mere globe trotter. He is a potential World Citizen in the making.

In every country there are the rich, the middle classes and the poor but their relative numbers varies, often conspicuously from country to country. India happens to be one of the countries that is endowed with fascinating natural phenomena, a very ancient and rich heritage, unique arts and architecture and a democratic cum pluralistic social order but suffers from mass poverty which makes us hang our head in shame. But while there is also considerable, if not mass, illiteracy, the country can boast of intellectuals, technologists, scientists and other professionals of world class. While we are justified in giving publicity to our natural potential and ageold and rich heritage, we are obligated to remove mass poverty and widespread illiteracy as speedily as possible. The incoming tourist notices both our plus and minus points which are equally conspicuous.

Frankly speaking, India’s sole interest in promoting tourism does not arise from an emotional pride in presenting to the foreign tourist a ‘show piece’. This is incidental. The principal motive is earning much valued foreign exchange. Tourism today is a major source of foreign exchange almost
outstripping the traditional sources of precious stones and jewellery and ready made clothes.

While this may be true. It is not a matter of mere wishful thinking. India has taken to promoting tourism seriously both at the centres and state levels. The initiative was obviously taken by the centre. The Central ministers are actively participating in promoting tourism to the extent of their respective compulsive involvement, the stress being on widespread publicity to attract foreign tourists and minimizing bureaucratic routine procedures and formalities on their arrival. One must not fail to mention the specific role of the Archaeological Survey of India (as also State Archaeological Departments) in ensuring proper maintenance and professional site management of important tourist attractions. This apart, the Central Government is simultaneously playing an active role in providing infrastructure, such as adequate and appropriate accommodation and travel facilities particularly by rail and air. While the role of the Centre is crucial, the main responsibility in tourism promotion falls on the shoulders of the state governments. Here we are concerned with the specific role played by the state of Uttar Pradesh.
Before we embark on the task of detailing and critically evaluating the role of tourism promotion in Uttar Pradesh, attention may be drawn to a matter of all India interest. There is apparently considerable international competition, particularly amongst Asian countries in promoting tourism and attracting progressively more foreign tourists. The point to note is that the outlays set aside for tourism promotion is relatively larger in the case of several Far East Third World countries compared to India and what is even more striking is that the cost of various services extended to foreign tourists is also relatively cheaper. These aspects need to be taken seriously.

When a foreign tourist contemplates a visit to the East he or she invariably dreams of seeing the incomparable Taj Mahal, one of the Seven Wonders of the World. The Taj Mahal happens to be located at Agra on the bank of the river Yamuna in India’s Uttar Pradesh. But Uttar Pradesh has many tourist attractions besides the Taj Mahal.

The majestic Himalayas in the north, the unique multi-river system covering the whole of the Gangetic plane from west to east. The rich and abundant flora and fauna, the historical architectural mausoleums and monuments, and the innumerable holy places. Uttar Pradesh is the birth place of
age old Hinduism, Buddhism and Jainism. It is also the venue of the famous Hindu mythologies, the Ramayana and Mahabharata. Uttar Pradesh continues to present till this day its ancient spectacular religious rituals, fairs and festivals. It is the centre of classical music and dance. It was also the adopted home of the Great Moghul rulers and their sophisticated culture which still survives. Uttar Pradesh is a virtual paradise for eco tourism and adventure tourism because of its natural assets.

From the tourist point of view Uttar Pradesh has been divided into nine tourism Circuits, each with its own characteristic features (described in detail in chapter 4 and select features in Chapter 5).

The approach to tourism promotion in Uttar Pradesh is highly commendable and appropriate. Publicity has been given the highest initial priority, as also a sustained one. This has been simultaneously followed up by duly pruning up of existing centres of tourist interest and also providing new attractions. Also, special programmes (Mahotsavas) have been devised and put in to effect to woo tourists in anticipation of their possible predilections and also exposing them to new vistas. Priority attention has been given to the provision of all essential infrastructural facilities encompassing hotel
accommodation to suit all pockets and road, rail, river and air travel facilities in conjunction with the Central Government. Adequate measures have also been taken for the safety and protection against exploitation of tourists, specially foreigners. While the tourist programmes are largely on conventional lines attention may also be drawn to Uttar Pradesh’s innovative approach as evident from the novel ‘Visit Your Roots’ Scheme described at the end of chapter 3.

The private sector has been appropriately roped in for the promotion of tourism in the state and assumes active participation in providing the required infrastructure and assuming the responsibility of organizing guided tours, while the state offers, inter alia, ‘tourist packages’ and specially designed and organized various Mahotsavas referred to in Chapter 5.

Uttar Pradesh’s official policy was consistent with that of the Central Government which had declared tourism as an Industry and sought the cooperation of the private sector, which was readily forthcoming. Various tax concessions had been announced to make the private ventures more viable. Financial assistance was also extended to the private sector. In turn,
central financial assistance has been accorded to the state, as in the case of the other states.

Uttar Pradesh had also bagged the largest number of foreign tourists visiting India. Its outlay on tourism has also been the highest. Its diverse targets for the future are indeed ambitious and inspiring and one would wish Uttar Pradesh every success in achieving them.

For its appropriate approach and outstanding achievements, it is no surprise that Uttar Pradesh had been, as early as 1997-1998, bestowed the ‘Best Performing Tourism State Award’.

Success in diverse directions has indeed been achieved in Uttar Pradesh. Nevertheless, there remains much to be achieved considering the expected rise in the inflow of foreign tourists in particular. This is undoubtedly achievable in view of Uttar Pradesh’s policy approach, its natural and historical potential and the performance so far. To reach the pinnacle will take time, money and dedication. The potential is there for sure and the state does not lack the enthusiasm or the knowhow. The manner in which tourism programmes are being implemented it inspires optimism. Nevertheless, over confidence is not justified because there remains much to be achieved to provide
the necessary infrastructure to meet the anticipated needs of the expected growing inflow of foreign tourists. Domestic tourism may also pick up.

To conclude, there are many features of the Indian panorama that will greatly impress the foreign visitor or tourist but there are also features that may shock him, for example, defecating in public, religious intolerance accompanied by barbaric violence and mass poverty.

Attention has already been drawn to the shortcomings of our tourist promotion programmes in chapter 5. To recall it needs to be emphasised that compared to our sister nations in South East Asia our outlays on tourism is significantly less. Outlays have to be stepped up to provide the anticipated arrival of foreign tourist in larger numbers, as well as the likely increase of domestic tourists. The infrastructure programmes (residence, that is, rooms and other associated facilities and transport) are needed to be stepped up and expedited. The quality of the services have also to be improved speedily to keep up with international standards.

Another major factor to be kept well in mind is that the services offered to tourist by South Asia Countries is much
cheaper than what pervails here. This is noteworthy because the quality of service offered by them is also superior.

These aspects are to be borne in mind not only by the Uttar Pradesh Government but by all Indian States and the Central Government.

Expansion of essential facilities and of high quality conforming to international standards and at comparatively cheaper rates will enable us to successfully compete against other nations in attracting more tourists and increasing our world share of tourism. At the same time, enhancing foreign exchange earnings and employment opportunities.

Chapter 5 Identifies the problems of tourism in Uttar Pradesh. This chapter is based on the results of the survey conducted with regard to:

(a) Problems and difficulties faced by the tourism in Uttar Pradesh such as theft, sanitation, lack of water supply facilities, high coolies rates, parking problems, lack of local transport, lack of lifts and ropeways and enbehaviour of shopkeepers, lack of professionalism, unhygienic conditions, lack of easily accessible information, lack of safety, poor visitor experience, restrictive air transport policy,
multiplicity of taxes and the low priority accorded to tourism;

(b) The problem of tourism agencies/department such as lack of qualified trained staff, dissatisfaction among employees, political appointment of chairman etc;

(c) Difficulties of the local people due to tourism such as high price level during tourist season, high cost of land, lack of training courses to people etc; and

(d) Problems of general nature of tourism such as lack of finance and lack of transportation facilities etc.

Suggestions

The problems identified by the study can be overcome through concerted effort of the Central and State Governments. The following suggestion are offered in this behalf.

1. The functioning of Uttar Pradesh Tourism Development Corporation though satisfactory to a great extent, yet it needs improvement for which few suggestions may be made:
(a) The members of the Board of Directors, should have relevant qualification and experience in field of business/tourism management etc.,

(b) Uttar Pradesh Tourism Development Corporation should exercise proper control on the operating costs so that the losses be reduced and additional profits could be utilized to meet the long term demands of the undertaking,

(c) The Uttar Pradesh Tourism Development Corporation publicity wing which publishes tourism material and advertisements in various newspapers and periodicals should be strengthened in active co-operation with the Department of Tourism,

(d) Professional approach should be introduced while providing the training to its employees. Professionalists should be asked to impart training to the employees in different fields and training programmes should be properly reviewed from time to time, and

(e) Seminars and refresher courses should be conducted for Uttar Pradesh Tourism Development Corporation employees at frequent intervals giving them up-to –
date knowledge with regard to professional ethics of newly emerging mass tourism,

2. The facilitation services in the country are quite inadequate. The poor airport facilities are a constraint in the development of tourism. The airport infrastructure services need to be improved and modernized. The Ministry of External Affairs and the Ministry of Home Affairs can consider liberalisation of the system for issue of visa/permit. Streamlining the process of migration/customs clearance. Prevention of touting and misguiding of tourists are also essential.

3. A multiplicity of taxes exists in the tourism sector. The quantum of taxes also varies from place to place. This creates hurdle in packaging of the tourism product and is also irksome to the tourists; it makes the product expensive as well. Uniformity in taxes on tourist transport should be adopted to facilitate free flow of tourist traffic across the State borders.

4. To make effective use of the resources for overseas publicity, the application of information technology
needs to be promoted in the sector. It may be advantageous to strengthen the Government of India Tourist Offices overseas and in addition promote publicity through the internet and television.

5. In spite of the significant role of tourism in employment generation and socio-economic development in the country, tourism has not attracted the desired priority. It is necessary to focus attention on the potential role of tourism as an effective instrument of employment generation, particularly in backward areas.

6. Local people in the rural areas should be encouraged to participate in tourism related projects, which may preferably be formulated by the tourist official in consultation with locals and NGOs.

7. While the image of India in the knowledgeable circles is adequate but we have to build an international communication to market India as a safe tourist destination to counter adverse publicity.

8. We also need to create a better infrastructure in terms of domestic flights, road transport, railway
transport availabilities and maintain its quality all over the country. For example the Railway tracks are needed from Harpalpur and Satna via Mahoba to connect Varanasi with Khajuraho and for Jhansi-Agra-Delhi as the roads are not motorable to drive from Agra to Jhansi- Khajuraho. The entrance fees for the monuments must be reduced by at least 50% to make it more attractive for tourists. Also the LTC for the Government employees should be reintroduced.

9. Tourism, including hotels, should be declared tax free export processing zones because tourism industry is much better than all other industries, except software. Incase of tourism industry foreign exchange outflow is very negligible as compared to inflow of foreign exchange. So any hotel anywhere in India comes under the purview of Export Processing Zone itself. All imports related to tourism industry like hotel equipments and materials, luxury cars etc. should be made duty free within a ceiling of 25% of foreign exchange earned by that Unit. They should be exempted from custom
and excise duties also, as has already been done for units set up in the Export Processing Zones.

10. Suitable plots all over India should be earmarked for the development of hotels and resorts for the tourism industry and a nominal rate (Re.1/- per square metre) should be charged from the enterprises for 99 years lease. These enterprises could be Indian, NRIs as well as foreigners. Emphasis should be given to eco-tourism (eco-friendly tourism).

11. A Tourism Development Board should be set up initially funded through issuing of Rs.5000/- crore Tourism Development Bonds. On the state level, each state should also set up Tourism Development Boards and 50 percent of the luxury tax charged should be given to this Board.

12. These Board shall extent financial, technical and other assistance to those venturing to exploit the hitherto undeveloped tourism spots in the states. The tourism projects should not come under the purview of environmental laws and a separate body should be set up to look into the matter of eco-
friendly units. Each new hotel room constructed should be obliged to plan tress and take care of at least 200 new neem trees to help in controlling pollution. The neem trees will be a great boon to the Indian farmers in providing non-toxic and biodegradable natural neem-based pesticides to them.

13. Special taxi, Bus, Rail and Air services for tourist should be started from the major metropolitan cities and these should be connected with all the historic places. Through this, we can provide good services to our guests. They can see the entire India at one go. In this regard necessary assistance can be taken from Ministries of Tourism, Railways, Surface Transport and Civil Aviation. Services of important functionaries of eminent travel agencies/hotels tourism departments of Central and State Governments can also be used to make these services successful. In addition to above efforts all the important pilgrim centers should be connected with these services. Special trips should be organised on festival seasons. There should be
proper co-ordination among Central and State Governments, public sector undertakings and the private sector. Programmes of seeing monuments, various art forms, handicrafts, folk dances, traditional fairs and cuisines representing Indian culture and heritage should also be included in these services. It would be better if we involve the participation of panchayats, NGOs and local bodies etc. to achieve a wider spread of tourist facilities. It would not only reduce the regional imbalance but also improve the social and economic standards of rural masses.

14. Tourism should be given the status of export industry and all facilities and concessions provided to other industries should be provided to this industry also for its survival and development.

15. There should be separate legislation for the development of tourism with the aim of ensuring social, cultural and environmental sustainability of tourism development and protecting the tourists in the country. Similarly, a regulatory institutional mechanism would be envisaged as part of the
legislation to deal with the complaints of foreign guests firmly and provide them all types of security. Any type of insecurity would not only mar the interests of the industry but also defame the image of our great country. We should take precautionary measures for preventing these types of mishappenings.

16. It is in the interest of the industry if centres of yoga and naturopathy would be set up in the arena of tourism. These Centres should be built up in the surroundings of the Himalayas, which are known for peace, devotion and natural scenery.

17. Setting up of training institutes for Guides Keeping in view the modern technological developments and the nature of the cultural heritage of India, all the Guides should be given special training regarding the historical background of tourist spots. And most importantly they should be given training in human behaviour so that they can impart a feeling of happiness and respect of this great culture of ours.
18. Clear visible road sings in English and Hindi should be pasted on roads connecting all 600 tourist destinations.

19. It is most crucial that tourists visiting India should get hygienic water and food at these 600 tourists spots in the country. Therefore reputed national hotel groups like Oberoi and Taj should be provided free space near these spots so that they can construct proper restaurants and other facilities of international standards. This single act will result in tremendous boost to tourism in India and in gaining tourists positive feelings about India.

20. Each Indian Embassy should have a Tourism Development Officer who can help organise travel and transport at various centre in India.

21. Government in collaboration with reputed film producers like Ramanand Sagar, B.R. Chopra should make documentaries on major Indian festivals including religious festivals and separate films should also be made on major tourist destinations in India. These films should be distributed to all major T.V. stations in the world free of cost and
Doordarshan on its international telecast should also regularly show these films.

22. Filthiness and anti-social elements at tourist spots is a major problem faced by foreign tourists these days. To combat this problem hundred crore rupees should be allotted to a hundred major tourist destinations in India for improving their sanitary conditions and providing safety to the tourists. This task should be given on tender basis to reputed private companies only. Reputed local chapter of NGOs should also be involved in these projects and annual prize should also be distributed for their excellent performance in areas of cleanliness and security.

23. The number of US Dollars, a tourist can bring in to India without declaration was 10,000 USD but later on it was reduced to 2500 dollars. Now we suggest it should be restored to 10000 dollars.

24. International tourism in collaboration with other countries on the ‘Golden Triangle’ proposed by Maldives, should be promoted.
25. Tourism organizations all over the world are constantly trying to persuade Governments to increase outlays money on tourism. China spends about 3.8 percent of its budget, Malaysia 5.1 percent, Singapore 9.1 percent and Nepal 12 percent but in the case of India, according to WTTC, it is only about 0.9 percent and according to the Planning Commissions it is merely 0.1 percent. In any case the Government of India should enhance its budget allocation for tourism development.

26. We have a glorious past and we are all proud of our cultural heritage embedded in the teachings of our ancient seers rishis and wise persons. The two great apostles of peace and non-violence viz. Lord Mahavira and Lord Buddha were born here. Our sacred lore is replete with innumerable incidents and anecdotes relating to self-illumined and enlightened sages and other holy person.

27. It is on account of our common spiritual and moral values making our unity in diversity that our cultural heritage is intact despite foreign invasions from time to time. In the past, India was not only
the spiritual Guru for other nations, she was also a model nation as regards economic prosperity and development. Our ancient legacy in all areas is singularly unique and peerless.

28. Tourism is not only an industry, foreign exchange earner, but it also takes the massage of our seers, the characters of our culture and the hospitality of our people to different countries the world over.
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