

ROLE OF TOURISM IN ECONOMIC DEVELOPMENT OF INDIA: A STUDY OF UTTAR PRADESH

Dr. Nazia Moin

Department of Geography

M.J.P. Rohilkhand, Bareilly

Email: moinnazia7@gmail.com

Abstract

Tourism is an essential portion of human life. when an individual from one nation at locale to another locale and country for a brief period is included in the concept of tourism. Presently a day Tourism in India is the speediest developing industry. India has been a fabulous put for legacy tourism It is wealthy Culture and places of devout industry provide numerous a number of benefits to the nation such as thousands of employments, creates the infrastructure of a nation and remote trade. The tourism industry is developing exceptionally rapidly such as financial development, social trade outside trade winning and territorial improvement, and offers assistance in the development of India's GDP and makes employment, Uttar Pradesh is one traveler such state for India which on the ideals of its culture, Religious and legacy tourism. which draws in a parcel of visitors each other Finding the issue this paper makes a difference in and openings of Uttar Pradesh tourism division that offers assistance in overcoming residential and universal boundaries in creating tourism administrations in India.

Keywords

Tourism, Ecotourism, Tourism circuits, Economic Development, Foreign exchange earning.

Reference to this paper should be made as follows:

Received: 08.02.2024
Approved: 17.03.2024

Dr. Nazia Moin

*ROLE OF TOURISM IN ECONOMIC
DEVELOPMENT OF INDIA: A
STUDY OF UTTAR PRADESH*

Article No. 8
RJPSS Oct.-Mar. 2024,
Vol. XLIX No. 1,
pp. 063-076

Similarity Check - 28%

Online available at:
[https://anubooks.com/
view?file=3519&session_id=rjps-
2023-vol-xlix-no1-mar2024](https://anubooks.com/view?file=3519&session_id=rjps-2023-vol-xlix-no1-mar2024)

[https://doi.org/10.31995/
rjps.2024.v49i01.008](https://doi.org/10.31995/rjps.2024.v49i01.008)

Introduction

Tourism is continuously characterized as the speediest developing industry in the world. In India tourism positions Third as outside trade worker after Diamonds Gems and Readymade Articles of clothing being the To begin with Moment greatest exporters. It has the extraordinary capacity of Making huge large-scale businesses of all sorts Zinging from the most specialized to the incompetent The financial objective of tourism as a national and state approach ought to include the development of National salary, era of work and remote trade gaining territorial improvement and exact retribution for the Government. The Indian sub-landmass is of incredible fascination and intrigue to numerous of the western traveler. Indian conventional way of life is so diverse from colorful and outlandish ensembles to nourishment and refreshments. The religious and social legacy of India attracts numerous remote visitors pleasant, the scenes are pleasant the climate is ideal and there are wide-spread ocean shorelines wealthy wildlife save and tremendous sand hills which all together display Javourable and potential for Traveler advancement in India.

The objective of the Paper

The objectives of the present study are

- To think about the development of the tourism industry in Uttar Pradesh.
- To propose measures for expanding the development of outside tourism entries and to increment for outside trade winning in. Uttar Pradesh. To ponder the Government's approach towards the improvement.

Methodology of the Study

The investigation papers graphic in nature. The consideration was based on a run of auxiliary information collected from different government sources such as the Service of Tourism the Government of Uttar Pradesh, and another important websites. Hence a serious strategy of thinking will be taken after in the show inquiring about work

Hypothesis of the Study

- Whether it is genuine the Uttar Pradesh Contributes most elevated, in chronicled and legacy tourism. The results of the required point the show speculation is to test the following.
- To test how distant the characteristic environment is affecting the development of tourism in Uttar Pradesh.
- On the premise of the over Hypother's the descriptive word of the ponder is to create development of the tourism industry but moreover there may be the financial and cultural improvement in the state of Uttar Pradesh.

History of Tourism in India

Tourism in India began amid 401 and 410 Advertisements when a popular Chinese Traveler, Ibn Battuta, FaHien came to India without an international ID. In the center ages different Western voyagers approach India through the ocean course. The title among them is Vasco-de Gama, Magellan by the Ocean Course, when found à ocean course to India at that point numerous individuals began coming to India by that ocean course and tourism in India has expanded. Tourism exercises picked up force in the 80's when government took a few steps in arranging to increment tourism in India. In 1982, A National Committee on Tourism was declared after that in 1988 This National Committee on Tourism has made a few plans to arrange to supply Maintainable development in Tourism National Activity arrange was arranged in 1992. National procedure for advancement of Tourism was drafted in 1996 and in 1997 the unused Tourism approach was set in which the part of central and State Government was recognized. Amid the 19th century Britisher had set an Archeological Overview in India taking into thought craftsmanship and culture as a fundamental portion of the century's legacy. In Sanskrit writing the celebrated saying "Athithi Devo Bhava" implies the visitor is genuinely god depicting the neighborliness in India. Directly tourism industry is upheld as a major channel of advancement of the nation. It is an enormous outside trade worker and enormous generator of work as well as honest honest-to-goodness promoter of social ties

Tourism Product in India

Rural Tourism

According to a Service of Tourism approach paper," Any frame of tourism that exhibits provincial life, craftsmanship, culture and legacy at country areas, in this manner profiting the nearby community financially and socially as well as empowering interaction between the sightseers and the local people for a more enhancing tourism involvement, can be named as provincial tourism." In the improvement of rustic tourism such as advancement of creation, handlooms, craftsmanship and culture, legacy locales etc. service of tourism had worked difficult in arrange to boost country tourism in India.

Social Tourism

Social tourism "alludes to programs, occasions, and exercises that empower all populace bunches – and especially youth, families, retirees, people with unassuming livelihoods, and people with the limited physical capacity to appreciate tourism, whereas too going to to the quality of relations between guests and have communities". It moreover alludes to measures taken by governments in different

nations to energize occasion travel - a right frequently won through battle by work, union, affiliations, and community bunches.

Health Tourism

Health tourism in India offers many kinds of alternative treatment from the ancient time. Health treatment is a type of alternative treatment that focuses mainly on the patient's opinions, feelings and beliefs and with the help of natural products treatment is being done. It is because the treatment which is done is by the use of natural products it may take some time but the patient will get relief for a longer period of time or even forever. The popular alternative treatments or health treatments that are famous in India are Ayurveda therapy, Homeopathy, Yoga and Meditation therapy, and Naturopathy.

Pilgrimage Tourism

India is a country of various religions and cultures there are Many all religious people live in India such as Hindus, Muslims, Sikhs, Jains, Christians, and Buddhists and all religious people have a religious place in India. People from all over the world who belong to a particular religion want to visit this religious place at least for one time in their whole life. So Pilgrimage tourism refers to the visit of a holy place which is situated in all over the world to get peace and prosperity in life. The main objective of pilgrimage tourism is to do a darshan of the holy place of the religion to which they belong.

Eco-Tourism

Today the whole world is facing the danger of being doomed. The forest and biological diversities are disappearing from the earth slowly and slowly due to deforestation, this has given rise to a new danger of Global warming and the Greenhouse effect. The danger of Global warming and the Greenhouse effect has awakened the world and human responsibilities towards nature have increased. This has given rise to a new types of tourism called Eco-tourism, Eco-tourism is an approach to protecting nature and the integrity of the ecosystem, Eco-tourism is a program that is based on the education from Nature-based Ecological sustainability where local people are benefited it is a program to make aware to the local people about love and respect towards nature without damaging the nature in any form.

Wild life-Tourism

India is blessed with nature's gift of different variety of wildlife. India has different varieties of birds and animals which are preserved in different sanctuaries and national parks. Some of them are Jim Corbett National Park, Uttarakhand, Kaziranga National Park, Assam, Bandhavgarh National Park, Madhya Pradesh,

Bharatpur Bird Sanctuary, Sunderbans National Park and West Bengal. The growth of wildlife tourism in India is because of the exotic range of flora and fauna, there are mainly 350 varieties of reptiles, 2100 types of birds, 400 plus sanctuaries, 350 varieties of mammals and 99 national parks all over the country. It is beyond expectation of anyone to see so many varieties of animals and birds in a country, when people go to other country or state to experience and enjoy the huge varieties of animals and birds in their residential place this is termed as wild life-tourism

Heritage Tourism

India is known for its historical and cultural heritage. History of India tells about the heritage, temple, fort and monuments and palaces of India which are situated all over the country. The heritage sites and monuments tell their story of courage, sacrifice, joy and sorrow. UNESCO has taken many steps to preserve these historical sites and monuments of India so that they can be preserved and new generations can see and know about their history, there are so many historical places and sites in India that one cannot imagine seeing them all in one tour therefore people from all over the world come again and again to experience these historical sites and monuments and to know about the history of India. The Government of India has taken many steps to increase Heritage tourism in India, the Campaigns like 'Incredible India' tourist guidebook are provided to the tourists so that they cannot be cheated and can know properly about the place they are visiting. Some of the Heritage sites of India are erotic Khajuraho temple, fort and palaces of Rajasthan, Taj Mahal in Agra and heritage and monuments telling about the history of India.

Growth of Indian Tourism

According to official estimates the Indian tourism has outperformed the global tourism in terms of growth in the volume of foreign tourists as well as in terms of revenue. Foreign tourist arrivals (FTAs) in India increased from in 2011 to in 2022 it is the clear from Table 1

Year	FTAs in India (in Millions)	NRIs arrivals in India (in millions)	ITAs in India (in millions)	Percentage Change Over the Previous Year		
				FTAs	NRIs	ITAs
2011	6.31	-	-	11.8	-	-
2012	6.58	-	-	4.3	-	-
2013	6.97	-	-	5.9	-	-
2014	7.68	5.43	13.11	10.2	-	-
2015	8.03	5.74	13.76	4.5	5.7	5.0
2016	8.80	6.22	15.03	9.7	8.5	9.2
2017	10.04	6.77	16.81	14.0	8.8	11.8
2018	10.56	6.87	17.42	5.2	1.4	3.7

2019	10.93	6.98	17.91	3.5	1.7	2.8
2020	2.74	3.59	6.33	-74.9	-48.6	-64.7
2021	1.52	5.48	7.00	-44.5	52.6	10.6
2022	6.19	-	-	305.4	-	-

Foreign Tourist Arrivals (FTAs) in India (2011-2022)

Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2022

S. No	State/UT	Domestic Tourist Visits in Million	Percentage Share
1	Uttar Pradesh	317.91	18.37
2	Tamil Nadu	218.58	12.63
3	Andhra Pradesh	192.72	11.13
4	Karnataka	182.41	10.54
5	Gujarat	135.81	7.85
6	Maharashtra *	11 1.30	6.43
7	Rajasthan	108.33	6.26
8	West Bengal	84.54	4.88
9	Telangana	60.75	3.51
10	Uttarakhand	54.64	3.16
	Total of top 10 States	1467	84.75
	Others	264.01	15.25
	Total	1731.01	100

Source: - State / UT tourism Department

S. No.	State/UT	FTVs in Millions	Percentage Share
1	Gujarat	1.78	20.7
2	Maharashtra *	1.51	17.6
3	West Bengal	1.04	12.08
4	Delhi *	0.82	9.5
5	Uttar Pradesh	0.65	7.56
6	Tamil Nadu	0.41	4.74
7	Rajasthan	0.4	4.62
8	Kerala	0.35	4.02
9	Punjab	0.33	3.84
10	Madhya Pradesh	0.2	2.38
	Total of Top 10	7.47	87.03
	Others	1.11	12.97
	Total	8.59	100

Tourism in Uttar Pradesh

Situated in the northern part of India. It has the distinction of being the most populous state of India, in terms of area, it is the fourth largest of all the states. The wealth of its monuments, and the mystical fervor that it evokes have rendered Uttar Pradesh, one of the most fascinating States of the Indian Union. Uttar Pradesh has a rich and varied topography's vibrant culture. and captivating festivities, the state of Uttar Pradesh offers immense tourism delights to the visitors in the state. The State is watered by the mighty servers of northern India Ganga, Yamuna, Ramganga, Gomati and Ghaghara. Almost all the important towns and trading centers of the state are clustered around these rivers. The confluence of Ganga and Yamuna the two most sacred rivers of India, at Allahabad has been a vital pilgrimage site through the centuries.

Uttar Pradesh offers an endless array of attractions to the visitor by way of monuments, mountain peaks, a wealth of ancient temples and viharas, rich flora and fauna fascinating rivers and captivating valleys. Agra, Ayodhya, Sarnath, Varanasi, Lucknow, Mathura and Prayagraj combine religious and architectural marvels.

The first Tourism Policy in Uttar Pradesh was introduced in the year 1998 it has an objective to develop Tourism in the state. Uttar Pradesh ranked among the top states in terms of Tourist arrivals 2nd in terms of domestic Tourist waste arrivals and 3rd in terms of foreign Tourist aerals among Indian State Uttar Pradesh has three Tourist destinations listed in the World Heritage Sites of UNESCO viz Taj Mahal, Fatehpur Sikri and Agra Fort Department of Tourism has recently introduced the Uttar Pradesh Heritage Axe which connects three most important Tourism hubs of UP je Agra, Lucknow and Varanasi it is bond to boost Tourism as it covers the torus essence of Uttar Pradesh ic cultural, religious and Heritage Tourism Government of Uttar Pradesh has taken several steps in promoting Heritage Are in Agra, Lucknow, Varanasi which will help in proper lighting of Heritage site, development of infrastructure which will make these places safer.

Tourists who visited important tourist destinations in Uttar Pradesh during the year 2017 was 23, 3977619 and foreign tourists were 35, 56,204 total of 237533823 which increased to 285079848 Indian tourists and 37, 80,752 foreign tourist total of 28, 88, 60, 600 Visitor in Uttar Pradesh during the year 2018. In the year 2019 Indian tourists were 5358, 55162 and foreign tourists were 47, 45, 181 total 54, 06,00,343. In the year 2020 Indian tourist visitors decreased to 86,122,293 and foreign tourists decreased to 8, 90,932 total of 8, 70, 13, 225 in the Covid period. In the year 2021 Indian tourist arrivals in Uttar Pradesh again increased to

10,97,08435 and foreign tourists were arrived in 49,737 total in the year 2029 Indian tourists 16,97,53,172. In the 317913587 and foreign tourist arrivals were 648986 and totals 31, 85162573. The tourism sector in Uttar Pradesh is flourishing rapidly and with witnessing an unprecedented growth has warmly greeted more, than 320 million (32 Crore) tourists in initial. Nine months of 2023 The both international and domestic tourists underscoring the state's prominence on the on the global tourism 'stage.

Types of Tourism in Uttar Pradesh

Heritage tourism

Uttar Pradesh is known for its rich Heritage monuments which tell about the rulers who had ruled Indian the places like Ayodhya, and Mathura the birthplace of Lord Rama and Sri Krishna, the Mughal fort and Ghats like Varanasi and Sangam.

- **Agra**

Famous for the Taj Mahal, Fatehpur Sikri and Jama Masjid, Dewan-e-Aam and Dewan-e-Khas are the other Mughal monuments in Agra that tell about the royalty of Mughal emperors

- **Prayagraj**

Earlier known as Allahabad is famous for KumbhMela which occurs once every 12 years near the place where three holy rivers Ganga, Yamuna, and Saraswati meet known as Sangam. It is also famous for its main attractions such as the Allahabad Museum, KhusroBagh, Allahabad Fort, Akshay Vat and Anand Bhavan.

- **Ayodhya**

Famous for its Hinduism tradition it is also called the birthplace of Lord Rama, Ayodhya is also famous for Muslims because here the famous Babri Masjid of the 16th century was situated

- **Jhansi**

Famous for its independence battle fought against the Britishers by a very brave lady known as Rani of Jhansi, Rani Laxmibai

- **Lucknow**

Famous for its Nawabi culture it has famous Historical monuments such as Bara Imambara and Chota Imambara, hazratganj, Rumi Darwaza and Begum Hazrat Mahal Park. Lucknow is also famous for its chicken clothes

- **Varanasi**

Varanasi is known as a Religious place in India situated on the bank of river Ganga it is a place where many people take baths and feel like they are blessed by

the God. Varanasi is famous for its forts Manikarnikaghat, Man Mandirghat, Chaumsathi Ghats, Kashi Viswanath Temple, Sarnath, Ramnagar Fort and Chua Fort for its Tourist attraction Buddhist tourism The place like Lumbini in Nepal which is the birthplace of Lord Buddha, “Bodhgaya” the place where he attained enlightenment, Sarnath the place where he gave his first teachings, Khushinagar in Uttar Pradesh where he gave his last sermon and attained nirvana these are very important pilgrim sites of Buddhist Tourism in India.

Eco-Tourism

Eco Tourism is defined as responsible travel to natural areas that conserve the environment, sustain the well-being of the local people and involve interpretation and education; education is meant to be inclusive of both staff and guests. Eco Tourism provides a positive experience to both visitors and hosts, Builds environmental and cultural awareness and respects environmentally responsible travel to natural areas to enjoy and appreciate nature that promotes conservation has a visitor impact and provides for beneficially active socio-economic involvement.



Contribution of Uttar Pradesh Tourism to India Economy Development

We can depict from the above table that tourism has increased tremendously after 2021 in 2022 the percentage increase among Indian tourists is to 27.39% from 65.49 % and the percentage increase a foreign tourists in 2021 is to -94.97 % from +93.11% in 2022 .Domestic tourism grew by 27% grow in Uttar Pradesh in the

financial year 2021- 2022 .UP emerged as the second biggest contributor after Tamil Nadu with over 16% share of the national Pie. And now with the inauguration of the Ram temple in Ayodhya, which aims to develop religious tourism in India, Uttar Pradesh is poised to receive over Rs 4 lakh crore from tourists by the end of 2024 almost double what it earned in 2022

Top 5 states contributing to India ‘s GDP in FY28 2023

	State	Estimated Side (in Sbn)	Estimated Share (%)
1	Maharashtra	647	13
2	Uttar Pradesh	515	10
3	Tamil Nadu	426	8
4	Karnataka	395	8
5	Gujarat	386	7

Source: - Ministry of Tourism, Govt. of India for 2023

Development of New Tourist Destinations by State Government

The government has taken. Several steps to promote Heritage tourism in the state. The state. The government in association with the Archeological Society of India (ASI) is taking several steps to maintain the old Heritage and monuments, proper consideration and development of historical sites in three locations Agra, Lucknow and Varanasi would be developed to make these cities more attractive for the tourism Uttar Pradesh to promote niche tourism themes. Across The State to attract investment and generate employment.

(1) Heritage, art, and Culture Tourism

Up’s rich culture and heritage would be a key driver further enhancing its strong positioning in this product domestically “as well as internationally.

(2) Spiritual/religious Tourism

The state aims to promote. A Hassel preference and spiritual experience to travelers visiting this crucible of regions, spiritual and academic thoughts and beliefs.

(3) Eco, Nature and Wildlife Tourism

The state is home to dense forests and an abundance of natural assets that can be leveraged through planned Sustainable and responsible tourism initiatives

(4) Wellness and Medical Tourism.

The state is a magnet for spiritual tourism making it an apt destination for wellness tourism as an extension. Yoga, Ayurveda and other wellness practices will

be focused upon and promoted as lifestyle enhancement techniques to gain national and international attention.

(5) Water-based Activities

The state is blessed with unique assets in the form of expansive and picturesque rivers. Catchment areas and Ghats are conducive to the development of inland water and river-based tourism.

(6) Adventure Tourism

Uttar Pradesh's unique topography conducive to the development of Adventure Tourism especially in areas like Bundelkhand, Sonbhadra, Chitrakoot and Ramgarh Tal offers a unique adventure, value proposition that can be adopted in other parts of the state.

(7) Rural based Tourism

Rural Tourism initiatives would focus on the tourist to actively participate in rural settings while lodging and boarding ensuring a Village with core strength in handicrafts etc developed with view facilities income to preserve the craft and offer producers offbeat experience to tourists.

(8) Youth Tourism

Youth tourism clubs have been identified as inculcating means for and sustaining tourism in the state to develop a deeper understanding of UP and by extension Indian culture and heritage.

Development of New Tourist Mega Circuits

Uttar Pradesh is one of the most preferred states in the country due to the presence of a unique bouquet of tourist attractions. Taking advantage of existing tourism products including the creation of mega circuits. The Government has presently developed 12 Mega Circuits as given below:-

- 1- Ramayana Circuit
- 2- Krishna Bhaj Circuit
- 3- Buddhist Circuit
- 4- Maha Bharata Circuit
- 5- Shakti Peeth Circuit
- 6- Adhyatmik Circuit
- 7- Sufi Kabir Circuit
- 8- Jain Circuit
- 9- Bundelkhand Circuit

10- Wildlife & Ecotourism Circuit

11- Craft Circuit

12- Swatantrata Sangram Circuit

Development of Transport

All transportation modes are very important for Tourism because they facilitate the movement of tourists from the place of departure: to the place of destination.

Air Transport

Air transport will be developed further to improve last-mile Connectivity for the tourist. place in the State. The state has three international airports Lucknow, Varanasi and Kushinagar and an upcoming international airport in Jewar (Noida).

Road Transport

Uttar Pradesh shares its boundaries with 9 States and hence traveling by road is easy as the state is well connected with national and State Highway World class expresses way like Poor Vehicle Expressway, Agra Expressway Yamuna Expressway and important national highways can be used while driving towards Uttar Pradesh.

Railway Transport

“Uttar Pradesh is well, connected by railways. The state capital Lucknow is a major division in both the Northern Railway and North Eastern Railway. Two Cities Prayagraj and Gorakhpur serve as the Zonal Headquarters. of the North Central Railway and Northeastern Railway respectively.

Suggestions for Improvement

Uttar Pradesh as a tourist spot is rising its growth is comparatively very slow as compared to other state there are several reasons behind this. Growth of Uttar Pradesh Tourism. Such as lack of proper advertising and making satisfying, cleanliness ·lack of management, hygiene and technology are the major, reasons that affect tourism in Uttar Pradesh one.

- Keeping the place of tourism importance, spick and span.
- Provision of clean drinking water at a short distance
- Clean toilets at Bas Termini Railway Stations, and national and state highways.
- A affordable and clean hotel accommodation at a short distance from the place of tourist importance.

- Road and rail and air better Connectivity
- Knowledge tour guide
- Courteous and polite staff
- Proper maintenance of tourist sites basically in religious destination
- Proper management at National Park.
- Safety measurement for tourists especially female foreign tourists.
- Appropriate facility of featured food outlets with proper hygiene and quality restaurant allocations.
- Good health care facilities.

Conclusion

This is an attempt to present the contributions. of the service sector to the Uttar Pradesh economy. Tourism's role in the economy has grown manifold from its contribution to GDP! generating employment and creating a service lead export growth through, this study. Tourism emerges as a prime. Driver for growth in the economy. of Uttar Pradesh. The potential growth areas include pursuing the versatility of Uttar Pradesh tourism. creation of niche tourism products, enhancing Capacity building in terms of infrastructure Creation, entering 'new 'source marks and human resource development Uttar Pradesh is wealthy in historic heritage and its Culture Cuisine and pleasant individuals historic landmarks and hospitality, but the lack of Contemporary retail Knowledge from the West Causes enormous Cleanliness and Sanitation bad high way network, public transport are the main reason for lagging behind in higher number of tourism attractions in the state.

References

1. Sharma, Chanchal Kumar. (2005). Tourism Policy Innovation of an Indian State and their Implications. *Professional Paper*. Vol 53. No. 1. Pg. **67-76**.
2. Singh, B.N., Chatterjee, Manas. (2005). *Tourism in India*. Vol 1. Rbsa Publisher: Jaipur. Pg. **176-178**.
3. Chawla, C., Jain, V. (2017). Problems and Prospects of Tourism Industry in India - with Special Reference to Uttar Pradesh *CLEAR International Journal of Research in Commerce & Management*. 8(9).
4. Cohen, E. (1998). Tourism and Religious A Comparative Perspective *Pacific Tourism Review*. 2(1). Pg. **1-10**.
5. https://en.wikipedia.org/wiki/Tourism_in_Uttar-Pradesh.
6. Cultural Heritage of Jammu and Kashmir/K. Warikoo - 2009.

7. Uttar Pradesh Policy Perspective & Tourism Policy – 2022
8. <http://www.india profile.com/medical-tourism /cost-Comparison.html>
9. <http://www.ecoindia.com/eco-tourism-in-india.html>
10. Source: <http:// pelvis nic in /Database /Tourist - Data-1074.aspx>
11. <http://www.up/site Content /new-trim-policy.pdf>
12. tourism, indiastat.com
13. World Travel and Tourism Council (WTTC) <http://www.https//knoema.com>