

# Socio- Cultural Impact of Tourism Development in Allahabad Division: A Geographical Overview

## Abstract

India is a vast country of great beauty and diversity. Its tourist potential is equally vast with its rich cultural heritage as manifested in its architectural wonders, religious places, diversified traditions, caves and pre-historic wall paintings etc. It has great biodiversity and natural bonanza for tourists. India ranks under five among most favoured tourist destination in the world. Allahabad division has pious religious places of cultural consciousness, cultural awakening, socio-cultural renovation and of modern recreation as well. Tourism in the study area is an excellent example of cultural process. Here prominent tourist centres, scenic spot, historical and architectural monuments, pilgrimage centres are remodelled and refashioned to give them a newer and fresher look so that they may attract large number of tourists. With change of time, the present status of tourist centres and concerned people are under threat of extinction of identity crisis. So, there is need of socio- cultural development of the study area for over-all upliftment of poor people and draw attention to concerned governmental authorities or NGOs through tourism policy and planning.

**Keywords:** Cultural Consciousness, Pilgrimages Centres, Tourism Policy, Allahabad Division, White-Collar Industry, Tourist Circuits Etc.

## Introduction

From the time immemorial, human-being is practised wandering in search of food, shelter and other innovative things. This wandering was purely for physical satisfaction but with the march of civilisation, wandering was started for spiritual cause as well. The people used to practice pilgrimage travelling to holy and religious places for their salvation. In modern time, with the easy access of transportation and other facilities, people are travelling to far off destinations to satisfy their curiosity, desire and requirement. This behaviour of human being has give birth to tourism.

Spatial analysis of recreation and tourism is one of the newer facts of geography having considerable potential for both theoretical and policy implications. Curiosity to know the unknown has been the prime mover for scientific development. The earth, at least in physical term has become a global village. This globalization has opened up new opportunities for unity of the human race and the ultimately to '*Vasudhaiva Kutumbkam*'. Tourism is developing rapidly, all over the world and is having its impacts on social, cultural and economic set-up different countries. As tourism has assumed a new dimension, it becomes essential to make an in-depth study of the various related with it.

Allahabad division has much to do with tourism. The region offers cultural, historical, political and religious attraction for all kind of tourist of domestic or international. Due to great holy Hindu pilgrimage, it is key centre for local people and devotees of different sects to know its vitality from ancient period. Various historical, cultural, religious sites are attracting tourists from all section of society. Tourism development would prove to be a boon for the state in general and the region in particular. It attracts a large number of tourists through festivals magha melas, kumbha and ardha-kumbha mahotsava at world famous sangam of river Ganga and Yamuna which in turn can raise the socio-cultural heritage of the study area. At present, all out effort would be employed to devise ways and means so that region could attract a vast chunk of tourist from all over the world and its socio-cultural impact in tourism development in the light of geographical basis.

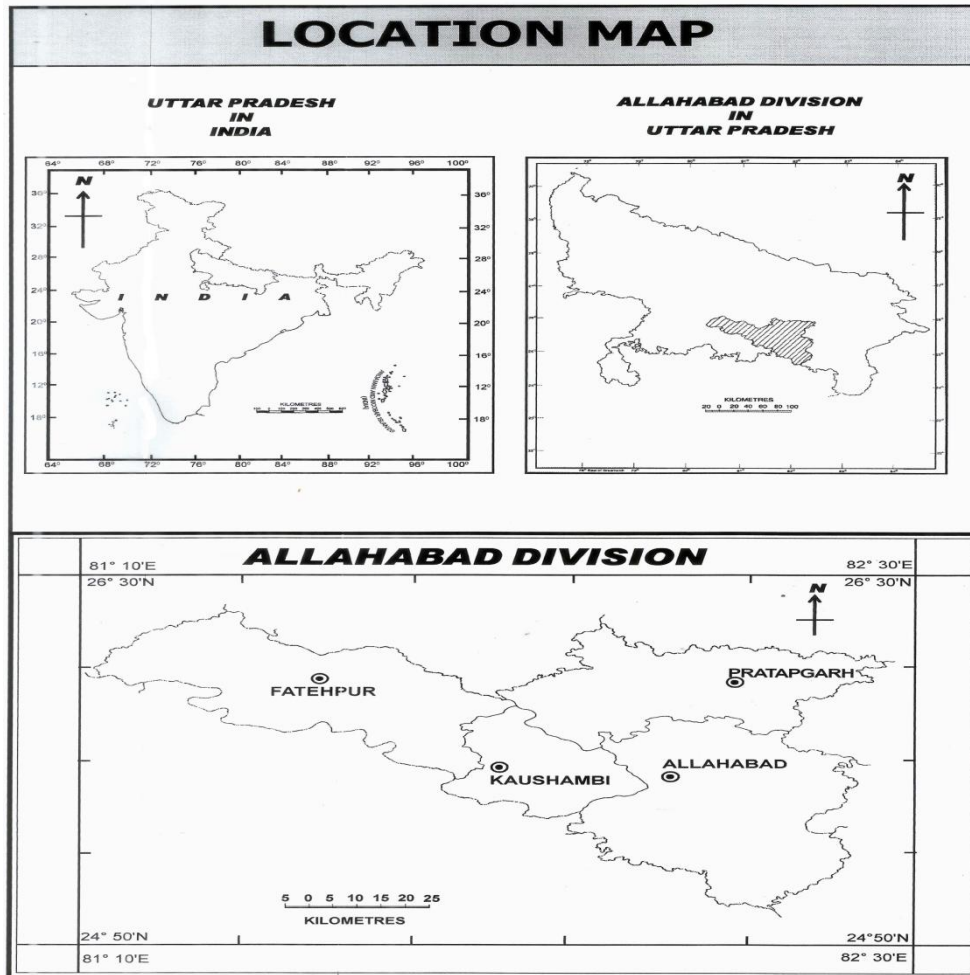
## Study Area

Allahabad division is situated in south eastern part of Uttar Pradesh. Latitudinally, it has been extended from 24<sup>0</sup>77' N to 26<sup>0</sup>16' N

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Where as its longitudinal extension is from 81°14' E to 82°27' E covering about 15130 km<sup>2</sup> areas. It has four districts i.e. Allahabad, Kaushambi, Fatehpur and Pratapgarh. The north-south expansion of Allahabad division is nearly 159 km and east-west distance is 234 km. Administratively, Allahabad division is limited by Raibareli, Unnao,

Sultanpur and Amethi in the north. Southern is portion bounded by Banda district of U.P. and Rewa district of M.P. while eastern portion is attached with Mirzapur, Jaunpur and Sant Ravidas Nagar (Bhadohi) districts. Western part has boundaries with Kanpur, Hamirpur and Akbarpur districts.



This division is typically a humid sub-tropical or monsoonal climatic region and W.Koppen has categorised it as 'Cwg'. It receives 80-100 cm average annual rainfall. Structurally, it is made of from sedimentation brought by the Ganga-Yamuna rivers and its tributaries. So, it has two types of soil-(a) alluvium soil (b) Vindhyan soil. Tropical deciduous forest are found in the study region due to soil and climate. The study region falls under the lower Ganga-Yamuna doab. There are main rivers Ganga and its tributaries Loni, Pondu, Chhoti and Tons rivers etc. and Yamuna and its tributaries Non, bari, Sasur khaderi rivers etc. The Sai, is distributaries of Gomati river, lifeline of northern portion has tributaries Bakulahi, Sakarni, Paraiya, Luni, Chamraura rivers etc. It has maximum population in out of all administrative division in Uttar Pradesh. It has about 13.36 million populations as per 2011 census. The density is 883 person per sq.km. and sex ratio is 925 and literacy is 69.99%.

### Objective of the Study Area

The study region boasts of being the harbinger of ancient Vedic culture and society. Despite of being unique in preserving and continuing the unparalleled social and culture elements, the people of the region are always shy of hovering damage to their socio- cultural fabric through tourism. They become more often suspicious towards tourist and don't intermingle with them while their visit. This conservatism and closeness of ideas hamper tourism development of the study region.

International tourists often face segregation due to different behaviour of local people towards them. As the tourists are attracted towards this land for getting some knowledge about the ancient Hindu culture, there needs positive attitude of the society sometimes, people engaged in informal sector especially auto rickshaw pullers, boatmen and other businessmen take full advantage of foreign tourists as well as outsider tourists. Irrespective of established cultural norms of the land, this hampers and becomes problem of tourism in the area.

Notwithstanding the vast potentials of Allahabad division as a tourist destination, this area has found no attraction among research scholars. This tourist region has several ancient, medieval and modern attractions to pull mass travellers from world over as required. Lord Buddha and many Jain Tirthankars too passed their part of life here. With its numerous ancient monuments, historical and cultural buildings, it has great prospects of tourism development.

The main objective of the research scholar is to highlight the Allahabad division as an enriched tourist destination as well as an area of research from tourism point of view among research scholars. The following are the major aims and objectives of the research study:

1. To point out places of tourist interest in the study region.
2. To show tourism as major economic activity as well as a sector for employment generation.
3. To analyse the relationship between tourism development and poverty eradication.
4. To study the impact of tourism development on the socio-economic condition of people in the study region.
5. To show the interrelationship between tourism and rural- urban development.
6. To aware the people for the maintenance of ecological, cultural and historical heritage through tourism.
7. To analyse the scope of tourism for the sustainable and all round development of the region.

### Fundamental Hypothesis of the Research Study

The following hypotheses are to be tested in the proposed research work-

1. The effective factors of tourism development influences the morphology and land use pattern of the concerned region.
2. Tourism becomes responsible for the structural change in demography of the region.
3. Positive correlation is found between tourism development and ecological conservation.
4. Tourism provides an impetus for the development of the region and human behaviour which is based on the world, peace and harmony.
5. Tourism development is fundamental theme of sustainable upliftment.
6. Emphasis on the conservation of cultural and historical heritage has got its emanation from tourism.

### Research Methodology

In the present research study, effort is made on the part of the research scholar to include innovative and empirical research methods. Data for tourist gathering would be analysed with the help of statistical methods. All the concerned facts is assessed taking into account the collection of data at primary and secondary level .The fact related to tourist is analysed on gravity based criterion and is verified through statistical methods by research scholar. As far as possible, comparative method will be used for the study of tourism development in the study region.

Source materials to be used in research study may be as district gazetteers concerning to Allahabad division, latest census, maps and diagrams, personal observation, journals magazines data received from several governmental, semi-governmental departments and NGOs etc.

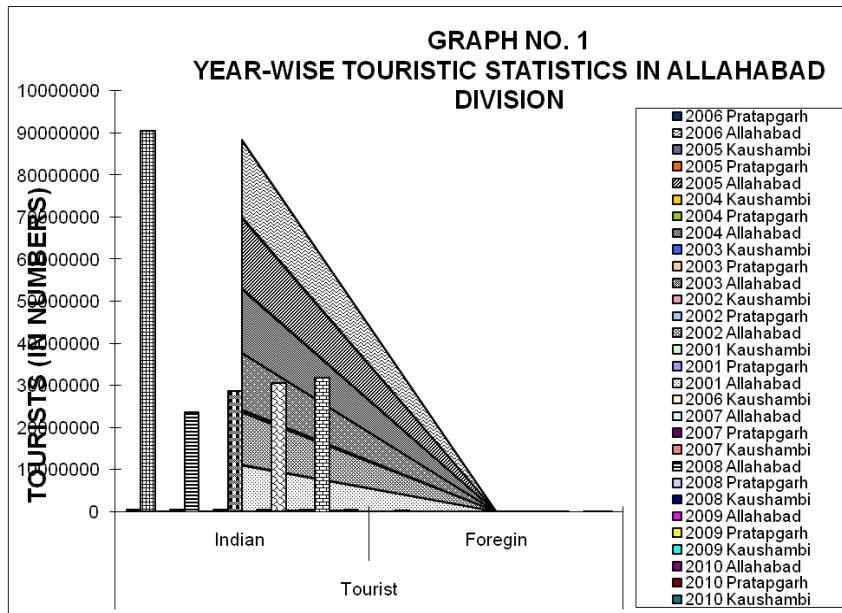
### Socio-cultural impact

As the study region is abounding in variety of tourist attractions a favourable tourism policy creates positive impact on the study region as whole. The tourism policy announced by the government of India in the 1982 and afterward and that of the state of Uttar Pradesh in 1998 and thereafter has made a profound impact on the region. In conformity with the national tourism policy, the central government continues to endeavour in its objective to develop the region as an unifying force nationally and internationally. The given table and graph analytically describes the flow of tourist in the study area and its importance in digital way.

**In Allahabad Division  
Year Wise Touristic Statics  
Table-1**

S. No.	Year	Tourist Place	Tourist	
			Indian	Foreign
1.	2001	Allahabad	11078960	8667
		Pratapgarh	45756	199
		Kaushambi	56370	4872
2	2002	Allahabad	12465830	10024
		Pratapgarh	500321	107
		Kaushambi	59188	3127
3	2003	Allahabad	13445168	11087
		Pratapgarh	54358	64
		Kaushambi	63923	3440
4.	2004	Allahabad	15087770	15441
		Pratapgarh	65500	120
		Kaushambi	280250	3890
5.	2005	Allahabad	16596547	16985
		Pratapgarh	72050	132
		Kaushambi	308275	4279
6.	2006	Allahabad	18091056	18351
		Pratapgarh	79048	143
		Kaushambi	337331	4623
7.	2007	Allahabad	90449907	226371
		Pratapgarh	88576	280
		Kaushambi	366932	5242
8.	2008	Allahabad	23706060	82405
		Pratapgarh	95500	350
		Kaushambi	398678	5939
9.	2009	Allahabad	28637911	93217
		Pratapgarh	105000	430
		Kaushambi	477215	7372
10.	2010	Allahabad	30608623	100167
		Pratapgarh	111000	550
		Kaushambi	501120	7950
11	2011	Allahabad	31803984	104947
		Pratapgarh	115000	600
		Kaushambi	520560	8260

Source: Tourism Department of Uttar Pradesh, 2012, Lucknow.



The correlation between tourism and development of the study region has been analysed. Tourism has come to be recognised as a significant factor in many economies of the world. In addition to the established and well defined sectors of economy i.e. primary, secondary and tertiary, the tourism phenomenon has secured its place in vibrant way. As the tourism has become one of the most important phenomena of man's spatial behaviour in modern time, it is obvious that this can bring a drastic change in the developmental process of any region. Increasing pleasure travel tends to beget a number of changes in human life everywhere in the world. Tourists bring money and ideas with them which further cause numerous changes in every sphere of life. Economic transformation through tourism has now normally been accepted by all and accordingly tourism has been recognised as an 'industry'. It increases employment and income potential in almost every sector of economy at national, regional and local level. Impact of tourism in development of trade has also been accepted. However, money-making is not and has never been the better part of tourism. The social and cultural aspect of tourism, though less perceptible has more far-reaching consequences than economic and others.

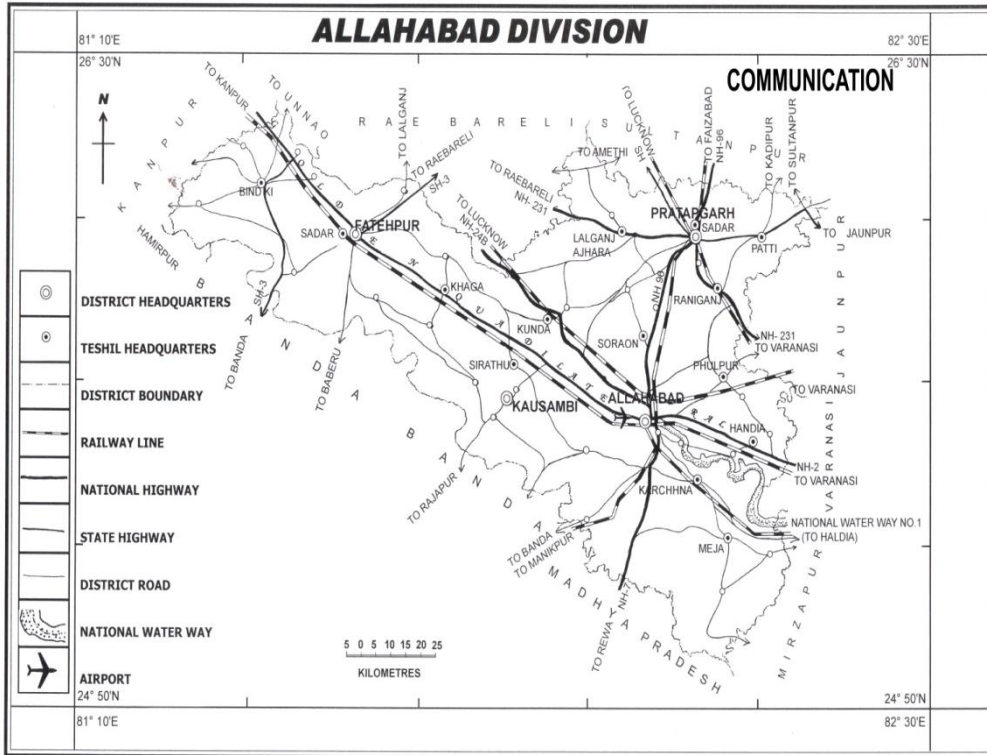
As the study region is replete with diverse socio-cultural glories and numerous historical and archaeological sites, the region has great prospect to attract tourists of all sorts ranging national to

international. The renowned 'KUMBH MAHOTSAVA', which is organised in every twelve years on the holy and pious land of 'SANGAM', provides a great opportunity to the world community to know the socio-cultural value of ours.

Tourism also plays a significant role in developing urban and rural parts of the study region by providing numerous types of employment opportunities and consequent earnings.

In the study region, tourism plays a vital role in narrowing economic imbalance. Most of the places, especially rural areas and areas which have no core competence for business, survive due to religious tourism. It provides business and employment opportunities to local population and helps to take care of their requirement.

Tourism is a labour intensive service industry, can create direct as well as indirect income from tourist expenditure by providing tourist goods and services, for example, expenditure in hotels, investment in infrastructure development, taxis, car parking, catering services, purchase of goods and services like water, electricity, good food and beverages etc. All result in income generation. The flow of money generated by tourism multiplies many times as it passes through varied section of economy. This is known as multiplier effect of tourism earnings. It is the extra income produced in an economy as a result of the initial expending of money.



Multiplier effect of tourism in the region can be understood through the development it has attended till now. Water, sanitation, road, electricity etc are now well maintained in those sites which are visited most by the tourists. The people have become prosperous enjoying the multi-sect oral benefits of the tourism. This is very much reflected in the development of Allahabad. The place gets lots of benefits from pilgrimage tourism that has accorded it a special place in the mind of world community. This has caused multidimensional process of development and change in the study region.

Now the people do not think of going to other cities for earning. They are self employed and earn much more than they would have got from out migration. Each and every group as well as class whether skilled or non-skilled are busy in their own work pertaining to tourism services.

Tourism not only brings money to a region, it may also bring a strong visible lifestyle with them. The dress and address, food habits and merry making manners all bring some newness and uniqueness in the region of their travel. Their life styles sometimes give pleasure to the residents of the locality and tempt them to adopt the same life style. But sometimes it causes cultural shock which may prove an antithesis to the very spirit of tourism.

As the study region is frequently visited by the national and foreign tourists especially pilgrimage, there is least chance to damage the ecology of the area. The God fearing people do not create dirt and other nuisance to the monuments, temples, archaeological structure and buildings of historical importance.

In twelfth five year plan (2012-17), the emphasis was made to make Indian tourism an engine for economic growth, an instrument for the

development of rural area, largest employment generating sector and a global brand which can attract tourists of every sort. In U.P., the government has declared following tourism policy in 2015 as follows-

1. Integrated developments of tourist places and to elevate them to such a level so that they can get place on tourism map of the world.
2. To create an environment that ensures participation of the society and private sector.
3. To disseminate the ancient tradition "Atithi Devo Bhavah" of the state through all the elements related to tourism.
4. To develop tourism putting the tourist as the central element.
5. To pull national and international tourists towards the state.
6. To generate employment for skilled and unskilled persons through tourism.
7. To develop such type of employment which are directly related to tourism as guides, hotel managements, travel agents, travel writers, etc. or indirectly related to handicraft and cottage industry.
8. To develop tourism related infrastructure at international level.
9. To skill persons attached to tourism industry.
10. To promote the contribution of common people and private sector.
11. To promote integrated development of Tourist Circuits of the state.
12. To give top priority to the publicity of state tourism and marketing.
13. To promote tourism training, education and research in the state.

As far as impact of tourism policy in the region is concerned, some fruitful output can be felt

but lots yet to be done. The region may become an important zone of tourism industry if government invites interested groups with more liberal tourist and economic policies. Determined and well planned action may check the present flow of out migration of youths to the minimum level and encourage them to their self employment in prospective tourism industry of the region.

Modern tourism has brought number of positive cultural and social changes in the region. Cultural consciousness, cultural reawakening, cultural-social renovation and preservation are good symptoms of recent tourism. It has resulted in the restoration of architectural monuments, buildings and preservation of important landscape. Without tourists, these may have been allowed to gradual decay. Tourism phenomenon in the study region is an excellent example of this cultural process. Here every pilgrimage centre, scenic spot, historical and religious-cultural centre are being remodelled and refashioned to give them a newer and fresher look, so that they may attract large number of tourists. The people of the region are fully conscious of their social and cultural uniqueness and they are preserving it to harvest money thereby pushing their economy far ahead.

#### **Conclusion**

It is obvious that constituents of the tourism industry are varied and there is intense competition among the destinations to attract tourists of different behaviour though many countries may be late entrants in the business of tourism, they have been evaluating and using to their own benefits, the experience of others already present in this area.

In order to direct the development of tourism in a country or at a destination there has to be a policy with identified targets and a plan to achieve them. This is more so necessary in order to optimise the benefits, remove or prevent the negative impact of uncontrolled mass tourism pertaining to different income and age group encompassing all working population and go in for sustainable development. Hence research resultant plan of tourism is required for a variety of reasons mentioned under the following heads:

1. To coordinate the role of public and private sector.
2. To properly direct development.
3. To demarcate the areas for development.
4. To determine the types of tourism to be promoted.
5. To prevent negative impact.
6. To regulate and legislate.
7. To train human resources.
8. To improve the quality of services.
9. To market a destination.

To achieve the objectives set in tourism development, there should be a proper planning and the monitoring of the same. This planning process should include steps like - study, preparation, determining the goals, surveys, analysis, plan formulation, recommendations, implementation, monitoring, evaluation and lastly modification and reassessment. Thus, it is obvious that there is an every possibility to enhance social and cultural tradition of the region. Vast tourism prospect in the study region is provided through religious and rural tourism. The people have always been benefited in this respect by hosting visitors of various types.

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