

# Development and Promotion of Tourism in Uttar Pradesh

## Abstract

Uttar Pradesh is the microcosm of India, multicultural, multiracial of fabulous wealth of nature hills, valleys, rivers, forests and vast plains, viewed as the largest tourist destination in India. Uttar Pradesh boasts of 35 million domestic tourist, more than half of the foreign tourists, who visit India every year, make it a point to visit this state of Taj Mahal and Ganga. Taj Mahal, one of the seven wonder's of the world in Agra is also in Uttar Pradesh. There are different places one can visit in Uttar Pradesh. Agra & Jhansi are famous for their monuments. 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 Indian union combined. Uttar Pradesh is studded with places of tourists attractions across a wide spectrum of interest to people of diverse interests. Places of interest include Varanasi, Agra, Mathura, Jhansi, Prayag, Sarnath, Ayodhya, Dudhwa National Park and Fatehpur Sikari.

The seventh most populated state of the world, Uttar Pradesh is acclaimed to be the oldest seat of India's culture and civilization. It has been regarded as the cradle of Indian civilization and culture because it is around the Ganga that the ancient cities and towns sprang up. The best Uttar Pradesh climate is experienced in between October to the month of March although the major city remains active with tourists through out the year.

Realizing the tourism potential, the government has taken several steps to help Uttar Pradesh to earn a name for itself in the tourism area. The major steps taken by the government include announcing the state policy of tourism, constituting Tourism Development Board and district level tourist offices and setting up special committees for adventure, art culture and eco tourism. Main focus of Uttar Pradesh tourism is to make it around the year destination with the master plans for the development of tourism both public and private sectors are now taking a lot of interest to make Uttar Pradesh the best tourism destination of India.

It is prudent to check out the schedules for any of the many fairs and festivals listed on this site and plan your tour according to that it you want to experience the real Uttar Pradesh.

**Keywords:** Tourism, Uttar Pradesh.

## Introduction

Mathieson and Wall (1982) created a good working definition of tourism as "the temporary movement of people to destination outside their normal places of work and the residence, the activities undertaken during their stay in those destinations, and the facilities created to the cater to their needs."

Uttar Pradesh situated in the northern part of the India, Uttar Pradesh is important with its wealth of monuments and religious fervour. Geographically, Uttar Pradesh is very diverse, with Himalayan foot-hills in the extreme north, the Gangetic Plain in the centre, and the Vindya Mountain range towards the south. It is also home of India's most visited site. The Taj Mahal, and Hinduism's holiest city, Varanasi. The most populous state of Indian Union also has a rich cultural heritage, and at the heart of north India, Uttar Pradesh has much to offer. Places of interest include Varanasi, Agra, Mathura, Jhansi, Prayag, Sarnath, Ayodhya, Dudhwa National Park and Fatehpur Sikari viewed as the largest tourist destination in India, Uttar Pradesh boasts of 35 million domestic tourists. More than half of the foreign tourists, who visit India every year, make it a point to visit this state of Taj Mahal and 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

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that of government of India and half of the states of Indian union combined. Uttar Pradesh is studded with places of tourist attractions across a wide spectrum of interest of 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.

Uttar Pradesh played the most important part in India's freedom struggle and after independence it remained the strongest state politically. Most of the Prime Ministers in India represented Uttar Pradesh in the parliament of India. All these make the state a place that should not be left if anybody wants to understand India, as it is.

#### **History of Uttar Pradesh**

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. It has now been established that Gautam 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. 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 establishing their influence right up to Gwalior in Madhya Pradesh. The seventh century witnessed the taking over of Kannauj by Harshaverdhana. In 1526, Babur laid the foundation of the Mughal dynasty. He defeated Ibrahim Lodi in the battle of Panipat. Babur carried out extensive campaign in various part of Uttar Pradesh. He defeated the Rajputs near Fatehpur Sikari while his son Humayun conquered Jaunpur and Ghazipur, after having brought the whole of Awadh under his control. After Babur's death (1530), his son Humayun forfeited 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 after.

His son Akbar proved to be the greatest of mughals. He established a unified empire over nearly the whole of the India. During his period, Agra became the capital of India and became 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 that for some years became the hub of 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 Noorjehan.

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 in Delhi as well as the Jama Masjid and Moti Mahal.

During this 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 regime of Aurangzeb saw innumerable revolts and riots; the whole of Rajputana and the Decan became restive. However, it was during his reign that the Mugal 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. Lal Bahadur Shastri, Jawaharlal Nehru, Smt Indira Gandhi, and Chaudhary Charan Singh were only a few of the important names who played a significant role in India's freedom movement and also rose to become the prime ministers of this great nation.

#### **Climate of Uttar Pradesh**

The climate of Uttar Pradesh is tropical monsoon in character, but variations exist because of dissimilarity in altitudes. The Himalayan region is moderately cold. The standard temperature varies in the plains from 3-4°C in January to 43-45°C in May and June. Uttar Pradesh mainly experiences three distinct seasons - the cold season from October to February, summer from March to Mid June and the rainy season from March to September. The Himalayan region gets about 100-200cm of rain fall. The rainfall in the plains is heaviest in the east and decreases as one proceeds towards the north-east. Floods are a chronic problem of the state, causing damage to crops, life and property. Flood water during the rainy season becomes a major hindrance for tourists traveling to Uttar Pradesh. There are infrequent cloud-bursts adding to the misery of the people. The most horrible floods were in 1971, when 51 of the 54 districts of the state were exaggerated and the area involved was nearly 52 lakh hectares.

The eastern districts are the most susceptible to floods, the western districts somewhat less and the central region markedly less. The eastern district's proneness to floods is attributed, among other things, to heavy rainfall, low and flat topography, high subsoil water level and the silting of beds which causes river levels to rise. The problem in the western districts is mainly poor drainage caused by the obstruction of roads, railways, canals, new built-up areas etc. There is water logging in the large areas. The major flood-prone rivers are the Ganga, Jamuna, Gomati, Ghaghra, Rapti, Sarda and Ramganga. The insufficient drainage capacity of the smaller western Sirsa, Kali and the Aligarh drain is also a cause of

floods. But all this climatic condition does not come in way of Uttar Pradesh tourism which is booming with every passing year.

The best climate of Uttar Pradesh is experienced in between Octobers to the month of March, although the major city remains active with tourists through out the year. It is prudent to check out the schedules for any of the many fairs and festivals listed on this site and plan your tour according to that if you want to experience the real Uttar Pradesh.

#### **Tourism in Uttar Pradesh**

##### **Agra**

A vast number of tourist visit the Taj Mahal in Agra. Agra is a home to three World Heritage Sites in Taj Mahal, Agra fort and Fatehpur Sikri. Agra is also home to many other beautiful Mughal buildings like Akbar's Tomb and Dayal Bagh etc. Dayal Bagh is a temple built in modern times that many visit. It is still under construction, and would take an estimated one century for completion. The life-like carving in marble is not seen any where else in India. The 17<sup>th</sup> Century Taj Mahal in Agra is the most popular monument in India, attracting over 50 Lac visitors in a year.

##### **Fatehpur Sikri**

In 1568, Akbar was secure and powerful but he had no son and heir. His search for blessing for the birth of a successor brought him to the Sufi mystic Shaikh Salim Chisti, who lived in Sikri village. The saint prophesied the birth of three sons and soon after was born Prince Salim, later to become Emperor Jahangir. In gratitude for the blessing Akbar decided to create imperial residences in Sikri, which would function as a joint capital with Agra. He named his new city Fatehpur Sikri. Fatehpur Sikri is built in red sandstone, and is a beautiful blend of Hindu and Islamic architectural elements IN 8.0 Sq. Km.

##### **Kumbha Mela**

Every year thousands gather at Allahabad to take part in the festival on the banks of the Ganges, the Magh Mela. The same festival is organized in a larger scale every 12<sup>th</sup> year and attracts millions of people and is called the Kumbha Mela. Kumbh Mels (especially the Maha Kumbh Mela) is the most sacred of all the pilgrimages. Thousands of holy men and women (monks, saints and sadhus) attend, and the auspiciousness of the festival is in part attributable to this. The sadhus are seen clad in saffron sheets with plenty of ashes and powder dabbed on their skin per the requirements of ancient traditions. Some called nanga sanyasis or 'Dhigambers' may often be seen without any clothes even in severe winter, generally considered to live an extreme lifestyle. This tends to attract a lot of western attention as it is seemingly in contrast to a generally conservative social modesty practiced in the country.

##### **Kashi**

Kashi is widely considered to be the second oldest city in the world after Jerusalem. It is famous for its ghats (steps along the river) which are populated year round with people who want to take a dip in the holy Ganges River. Kashi Vishwanath Temple in Varanasi is home to the Vishwanath Jyotirling temple, which is perhaps the most scared of Hindu Temples.

##### **Ayodhya**

Hindus believe the birthplace of Rama to be

in Ayodhya at the place called Ram Janmabhoomi, the site of the demolished Babri Mosque. Ayodhya is also the birth place of five Tirthankars, including the first Tirthankar of Jainism, Shri Rishabh Dev. He is known as the father of Jain religion. The city is also important in the history and heritage of Buddhism in India, with several Buddhist temples, monuments and centers of learning having been established here during the age of the Mauryan Empire and the Gupta Dynasty. Ayodhya reached its glorious peak as known to history during the reign of the Guptas over India.

Bhagwan Swaminarayan, founder of the Swaminarayan Sect of Hinduism lived here during his childhood years. It was from Ayodhya tht Bhagwan Swaminarayan started his seven year journey across India as Neelkanth.

Tulsidas is said to have begun the writing of his famous Ramayana poen Shri Ramacharitamanas in Ayodhya in 1574 CE. Several Tamil Alwar mention the city of Ayodhya. Ayodhya is also said to be the birthplace of Bhahubali, Brahmi, Sundari, King Dasaratha, Acharya Padaliptasurisvarji, King Harishchandra, Shri Rama, Achalbhrata, and the ninth Gandhara of Mahavir Swami.

The Atharva Veda called Ayodhya "a city built by gods and being as prosperios as paradise itself"

##### **Braj**

The land where Lord Krishna was born and spent his youth, has today little towns and hamlets that are still alive with the Krishna- legend and still redolent with the music of his flute. Mathura, a quiet town on the River Yamuna was transformed into a place of faith after Lord Krishna was born here. Vrindavan, a village - once noted for its fragrant groves, is where he spent an eventful youth. There are numerous other little spots in the area that still reverberate with the enchantment of Lord Krishna.

Mathura the nucleus of Brajbhoomi, is located at a distances of 145 km south- east of Delhi and 58 km north-west of Agra. Covering an area of about 3,800 sq. km.

##### **Varanasi**

Varanasi's associations with Shiva extend to the beginning of time: legends relate how, after his marriage to Parvati, Shiva left his Himalyan abode and came to reside in Kashi with all the gods in attendance.

Varanasi's prominence in Hindu mythology is virtually unrivalled. For the devout Hindu the city has always had a special place, besides being a pilgrimage centre, it is considered especially auspicious to die here, ensuring an instant route to heaven. The revered and ancient city Varanasi is the religious centre of the world of Hindus.

The city of Banaras is situated on the west bank of the holiest of all Indian rivers, the Ganga or Ganges. The relationship between the sacred river and the city is the essence of Varanasi IN 73.89Sq. Mtr.

The Banaras region was administered by Hindu rulers for several hundred years until the 17th century, when it fell into the hands of the Mughals. As was the practice many buildings of the previous rulers and the religious structures of the Hindu and

Buddhists were demolished during the wars of the conquest.

Silk weaving in Banaras is a cottage industry and in many areas of the city, especially the Muslim quarters, one can see looms at work all day. Entire families are involved, Children often pick up the art from the elders at an early age. There are shops in Banaras, and throughout India, that sell these fine silk fabrics.

#### **Dudhwa**

Situated on the Indo-Nepal border in District Lakhimpur-Kheri of Uttar Pradesh, the Dudhwa Tiger Reserve with an area of 614 sq. Km is one of the finest, of the few remaining examples of the exceedingly diverse and productive tarai eco-systems. The northern edge of the reserve lies along the Indo-Nepal border and the southern boundary is marked by the river Suheli. It is home to a large number of rare and endangered species which includes Tiger, Leopard, Swamp deer, Hispid hare, Bengal Florican, etc.

The grasslands of the reserve are the habitat of the largest kind of Indian deer-the Swamp deer or the Barasingha, so called because of their magnificent antlers (bara-twelve; singha-antler). Decline in their habitats led to a drastic decline in numbers and a small area named Sonaripur Sanctuary was set aside in 1958 for the conservation of this rare species of deer. Later, it was upgraded to cover an area of 212 sq. km and was renamed the Dudhwa Sanctuary. In 1977, the area was further extended to include over 614 sq. km and was declared a National Park. Eleven years later, in 1988, when Dudhwa became a part of Project Tiger, the area of the Kishanpur Sanctuary was added to create the Dudhwa Tiger Reserve.

The Reserve has a range of fascinating wildlife. Included the are sloth bear, ratel, civet, jackal, the lesser cats like the leopard cat, fishing cat and jungle cats; varieties of deer - the beautiful spotted deer or chital, hog deer and barking deer.

#### **Characteristics of Tourism**

There are other regular features of tourism with which host communities must deal. Among these the crowding of thoroughfares, public transport, shops, and recreational facilities feature prominently. Furthermore, along the Mediterranean, mass tourist demand and overcharging during the tourist season drive up the prices of fresh vegetables, fruit, and fish. The region's scarce fresh-water resources also come under pressure. Many local inhabitants are annoyed by this. On the other hand, others accept inconveniences and overcrowding philosophically as part of the cost of the new economy. Some even welcome crowds. Puijk, for example, observes that the inhabitants of Henningsv er, which is crowded with fishermen in winter, enjoyed the summer tourists. Locals said the many holidaying visitors livened up the community during the quiet season. This gave their community an ambience that they very much appreciated, even though they sometimes were frustrated by the numbers of tourists and the inconvenience they caused.

Obviously scale is an important factor. Discomfort caused by crowding is usually more keenly felt where the tourist mass is disproportionate to the local population. This occurs during the Andalusian

pilgrimage to Our Lady of the Dew. Mary Crain describes how hordes of urbanites, media men, and yuppies crowd out local residents. But circumstances differ. Annabel Black shows that despite severe crowding, the inhabitants of Mellieha do not clash with the tourists over seaside space. In part this is because locals use space differently. Where visitors choose the limited, excessively crowded sandy beaches, Maltese prefer the (cleaner) rocky areas along the coast; moreover many use their boats to travel to remote swimming areas. Summer crowding has become part of local culture and the Maltese enjoy the lively seaside caf es, pizzerias and discos established for tourists.

#### **Problems of Tourism**

In Uttar Pradesh, despite immense tourism potentials financial crunch, workers shortage. In tourism industry, insufficient accommodation, unclean rooms & food problems, transport facilities which are not well connected by proper roads & railways etc. hampering the development of tourism industry. Excessive bureaucracy also delays tourists are often exploited economically and criminal elements in UP made visits to UP unsafe for women (Tourism problems are more common in the rural interior of the state. UP state is rich in natural beauty). The tourist attractions in UP are also being damaged by pollution. Oil refinery smoke is damaging the beauty of Taj Mahal & the Himalaya are being fattered by pollution. The government is often unable to secure its adversely effects.

#### **Promotional Strategies**

The Tourism Development Policy has been framed in Uttar Pradesh under which Tourist circuits are being developed in the following manner:-

Buddhist Circuit, Bundelkhand Circuit, Braj (Agra-Mathura) Circuit, Awadh Circuit, Vidhya Circuit, Water Cruise Circuit, Jain Shrinies Circuit, Sikh Panth Circuit Eco-Tourism Circuit Efforts have been made to arrange high standard accommodation in hotels through the private sector, 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. To encourage investments, tourism has been declared an industry. Due to the efforts of the Ministry of Tourism the Finance Ministry has announced a 5 year Tax Holiday under Section 80ID to hotels of 2, 3 & 4 Star categories and convention centers which will be coming up between 01.04.2007 to 31.03.2010 in Noida and Ghaziabad of UP.

The population comprises of an Indo-Dravidian ethnic group; only a small population, in the Himalayan region, displays Asiatic origins. Hindus constitute more than 80 percent of population, Muslims more than 15 percent, and other religious communities-including Sikhs, Christians, Jains, and Buddhist-together constitute less than 1 percent.

The handicrafts of Uttar Pradesh have earned a reputation for themselves over the centuries. The traditional handicrafts are of a vast variety such as textiles, metal ware, woodwork, ceramics, tonework, dolls, leather products, ivory articles, papier-mache, articles made of horns, bone, cane and bamboo, perfume, and musical instrument. These cottage crafts are spread all over the state but the

more important centers are located at Varanasi, Azamgarh, Maunath Bhanjan, Ghazipur, Meerut, Muradabad, and Agra.

Carpets from Bhadohi and Mirzapur are prized worldwide. Silks and brocades of Varanasi ornamental brassware from Muradabad, chikan ( a type of embroidery) work from Lucknow, ebony work from Nagina, glassware from Firozabad, and carved woodwork from Saharanpur also are important.

The traditional pottery centers are located at Khurja, Chunar, Lucknow, Rampur, Bulandshahr, Aligarh, and Azamgarh. Khurja's dishes, pitchers, and flower bowls in glazed ceramic in blue, green, brown and orange colors are the most attractive. Muradabad produces exquisite brass utility articles. Besides, minakari on silver and gold and diamond – cut silver ornaments have made Varanasi and Lucknow world famous.

The state is known for pioneering the development of musical instruments, which find mention in ancient Sanskrit literature. Music is also known to have flourished in the Gupta Period (c.320-540), and much of the musical tradition in Uttar Pradesh was developed during the period. The musicians Tansen and Baiju Bawra, two of the Navaratnas (Nine Jewels) of the court of the Mughal emperor Akbar, are still immortal for their contribution in the field of music.

The sitar (a stringed instrument of the lute family) and the tabla (consisting of two small drums), the two most popular instruments of Indian music, were developed in the region during this period. The Kathak style of classical dance, which originated in Uttar Pradesh in the 18<sup>th</sup> century as a devotional dance in the temples of Vrindavan and Mathura, is the most popular form of classical dance in northern India. There are also local songs and dances of the countryside, and the most popular of the folksongs are seasonal.

The songs and dances of the countryside are significant features of local culture. They include the kajari of Mirzapur and Varanasi; the Alha Udal, a folk epic; and various village dances.

Uttar Pradesh has a long list of fairs and festivals. More than 2,230 festivals are held annually.

Some are organized at several places simultaneously while others have only local importance. Festivals and feasts are linked with the golden harvest-the sensuous spring, the reverence for mythology, religion or in honor of the past great men. These are zestfully celebrated with song, dance, and merriment; others with solemnity, fervor, fast, or feast. These fairs and festivals help the people keep the culture vibrant and promote artistic activities.

One important festival of Uttar Pradesh is Navratri-a nine-day festival dedicated to the Primordial Energy, known as Durga, the consort of Shiva, which begins on the first day of the bright half of the month of Ashvina. Diwali is another prominent festival devoted to Lakshmi, the Goddess of Wealth.

The largest festival-fair held in India, drawing millions of people, is the Kumbha Mela. It is held every 12 years at Prayag in Allahabad. In between, the Ardh Kumbha Mela is held every six years at Allahabad.

Holi is another gay and colorful occasion that marks the onset of the gathering of the harvest. The most interesting celebrations are held at Barsana, when the women of the village go out to Nandgaon, the home of Lord Krishna, and challenge the men to throw color on them. This festival is also known as Lathmar Holi.

Uttar Pradesh offers an endless array of attractions to the visitors 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 Prayag combine religious and architectural marvels.

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