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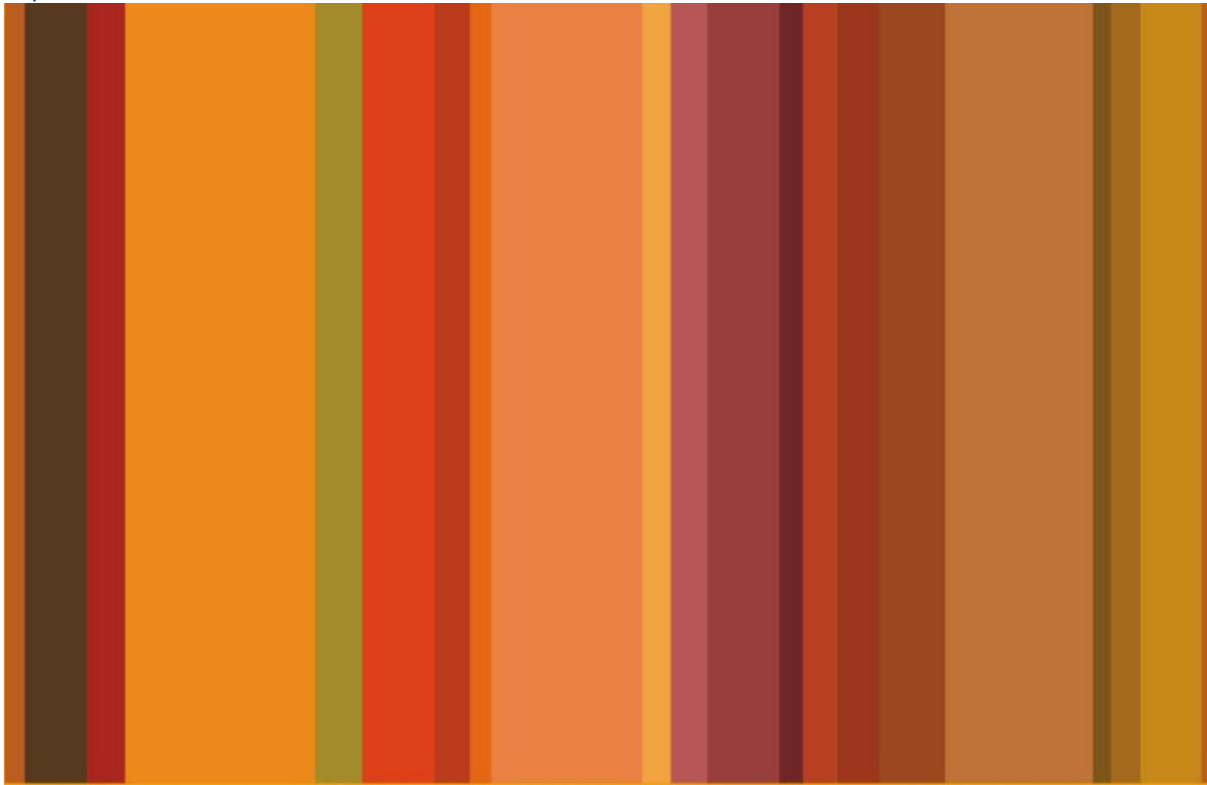
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ANALYSIS ON SUSTAINABLE TOURISM DEVELOPMENT AND POLICY ALIGNMENTS

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ABSTRACT

Uttar Pradesh is the fourth largest state in India with an approximate area of 2, 40,928 sqkm. It is also the most populous state in the country with a population of 199.5 million (2011). Uttar Pradesh is one of the most favoured state for tourists in India with a consistent ranking amongst the top states in terms of tourist arrivals. In 2014 it was ranked 2nd in terms of total tourist arrivals, 2nd in terms of domestic tourist arrivals and 3rd in terms of foreign tourist arrivals amongst Indian states. The Tourism industry in Uttar Pradesh has a significant contribution to the state's economic growth. The contribution of tourism to employment generation both direct and indirect is of immense importance to the state.

Keywords: *Tourism, Policy Alignments, UP*

INTRODUCTION

Legislature of Uttar Pradesh constituted a board of trustees under the chairmanship of Chief Secretary of the state for execution and Monitoring of Uttar Pradesh Ecotourism strategy vide its request 3575/14-4-2014 Lucknow dated 30-09-2014.

Primary Secretaries/Secretaries of Finance, Tourism, PWD, Irrigation, Social Welfare, Planning, Non-Conventional Energy, Culture, Forest, Principal Chief Conservator of Forests, Principal Chief Conservator of Wildlife are the individuals and overseeing Director U.P Forest Corporation is the part Secretary of the Committee. With progresses in transportation and data

innovation, even the most remote places on Earth are inside reach of the voyager.

Indeed, tourism is presently the world's biggest industry, with nature tourism the quickest developing portion. The Nature Conservancy receives the definition verbalized by the World Conservation Union (IUCN):

"Ecologically capable go to normal zones, keeping in mind the end goal to appreciate and acknowledge nature (and going with social highlights, over a significant time span) that advance preservation, have a low guest affect and accommodate valuably dynamic financial association of neighborhood people groups"

Most tourism in regular regions today isn't ecotourism and isn't, in this way, practical. Ecotourism is recognized by its accentuation on protection, training, voyager duty and dynamic group interest. In particular, ecotourism has the accompanying qualities:

- Conscientious, low-affect guest conduct
- Sensitivity towards, and valuation for, nearby societies and biodiversity



- Support for nearby protection endeavors
- Sustainable advantages to nearby groups
- Local cooperation in basic leadership
- Educational parts for both the explorer and neighborhood groups

REVIEW OF LITERATURES

India has a huge bunch of guest attractions that it can gloat of. Its tremendous decent variety has dependably pulled in the two nonnatives and in addition its own natives to investigate the jollity and exhilaration that India brings to the table the world. Each alcove and corner of the nation offers wonderful and in addition selective tourism assets, which resound the legacy and also the convention of that specific zone. There is not really any nation on the planet that offers such a wide assortment of vacation spots. Tourism in India has enrolled critical development lately. In 1951, worldwide visitor landings remained at just around 17,000; this figure expanded to 5.54 million of every 2008. In 2009, 5.64 worldwide sightseers touched base in India. The

upward pattern is relied upon to stay firm in the coming years. Universal landings to the nation are relied upon to cross 6.3 million by 2011. The normal yearly development rate in worldwide landings to India is required to be 5.85 for each penny amid 2007– 2011

Gilmore, Carson and Ascencao (2007) talk about reasonable tourism showcasing with regards to a world legacy site. They battle that a key promoting approach for the improvement of maintainable tourism is indispensable to the administration of a world legacy site. The tourism business has some particular attributes that effect upon any tourism showcasing administration action. Both open and private area organizations are engaged with the arranging, administration and conveyance of tourism administrations (Font and Ahjem, 1999); and little organizations regularly give numerous central administrations inside tourism locales (Go, Milne and Whittles 1992; Dewhurst and Thomas, 2003). The business is an amalgam of organizations and associations with various purposes and plans, and this has an impact on the general tourism



advertising. It is broadly perceived that the tourism business is divided. Numerous researchers of tourism have declared the requirement for some type of a helpful plan between partners (Butler, 1991; D'Amore, 1992; Boyd and Timothy, 2001). Incorporated, composed tourism apparently is attractive, if not basic, for the usage of maintainable tourism (WTO, 1993).

Tourism is the third biggest net worker of remote trade for the nation, recording income of US\$ 1,174 million out of 2008—a development of 9.5 for each penny more than 2007. Amid 2009, India's remote trade income from tourism were US\$ 1295 million, enlisting a development of 10.3 for every penny for each penny more than 2008; the outside trade profit crossed the US\$ 1,400 million check in 2009 (www.incredibleindia.org/ataglance2009n.pdf, <http://www.tourism.nic.in/measurements>). It is likewise one of the parts which utilizes the biggest number of individuals. The primary ever Tourism Satellite Account for India (2006), charged by the Ministry of Tourism and assembled by the National Council for Applied Economic Research (NCAER) for the year 2002–03, demonstrated that tourism utilized

38.8 million people, specifically and in a roundabout way; this worked out to 8.3 for each penny of the aggregate work in the nation, contributing 5.8 for every penny of the GDP (www.Tourism.gov.in/review/TSAI.pdf). These figures are assessed to have expanded to 41.85 million utilized in 2003– 04 with a GDP commitment of 5.9 for every penny. Different investigations have likewise demonstrated that tourism produces the most noteworthy work per unit of venture for the talented, the semi-gifted and the untalented.

ECO TOURISM DESTINATIONS IN UTTAR PRADESH

Uttar Pradesh, with its 16620 sq km forest area, is home to some exquisitely beautiful landscapes, forest-vistas, meandering rivers, wildlife, flora and fauna.

Several initiatives have been taken to promote Eco Tourism in Uttar Pradesh.

Bird sanctuaries: There are several bird sanctuaries in Uttar Pradesh where a wide variety of migratory birds from the northern hemisphere arrive during the winter season.



Nawabganj Bird Sanctuary: It is located midway on the Lucknow-Kanpur highway, with a huge lake and a vast green expanse. It is known to host Siberian cranes among scores of migratory bird species that rest here during the winter months. This wetland is also home to hundreds of Indian and migratory birds. The sanctuary also houses a deer park, watchtowers and boats.

Hastinapur Bird Sanctuary: It is situated on the bank of the Ganga near Meerut. It is unique for its variety of landscape and habitat types such as wetlands, marshes, dry sand beds, and gently sloping ravines called Khola. The sanctuary spreads over the districts of Meerut, Muzaffarnagar, Bijnor, Ghaziabad and Amroha. It abounds in leopard, hyena, nilgai, cheetal and sambhar.

Sur Sarovar Bird Sanctuary: It is a sanctuary near Agra that is home to nearly two dozen types of migratory and resident birds. There is a big lake and many man-made islands that add to the beauty of this sanctuary.

RESULT AND DISCUSSION

Uttar Pradesh is endowed with a varied spectrum of tourism offerings. These range from wonder of the world (Taj Mahal – Agra) to unique cultural and religious

hotspots like Varanasi, Braj (Mathura, Vrindavan, Goverdhan), Awadh (Lucknow, Ayodhya)

i. U.P. is the only state which is abode of one of the wonders of the world “Taj Mahal” which is also a UNESCO world heritage site

ii. U.P. is home to some very important Hindu pilgrim centres of India viz. Krishna Janmabhoomi (Mathura), Ram Janmabhoomi (Ayodhya), Sangam (Allahabad), Baba Vishwanath (Varanasi), Maa Vindhyavasani (Vindhyachal) etc

iii. Some important destinations related to the life of Lord Buddha viz. Kapilvastu, Sarnath, Shravasti, Kaushambi, Sankisa and Kushinagar are located in U.P.

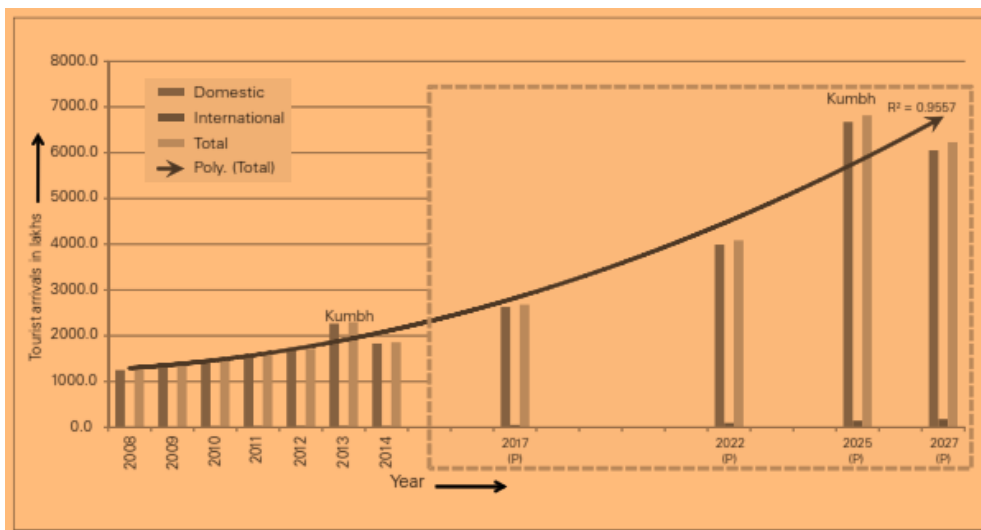
iv. Uttar Pradesh has a plethora of unique wildlife especially in the Terai region of



Dudhwa National Park and Pilibhit Tiger Reserve, which is endowed with unique floral and faunal biodiversity

v. Dudhwa National Park of U.P. is the only protected area (other than Kaziranga National Park, Assam) where one can see one horned rhinoceros along with national animal tiger. It is also the only place in India where one can see 5 species of deer viz. sambhar deer, swamp deer, spotted deer, barking deer and hog deer

vi. Department of Tourism has recently introduced the Uttar Pradesh Heritage Arc which is gaining all round appreciation. It connects three most important tourism hubs of U.P. i.e. Agra, Lucknow and Varanasi.





It is bound to boost tourism as it covers the true essence of Uttar Pradesh, by offering a gamut of cultural, religious and heritage tourism assets vii. Apart from Heritage Arc Circuit, UP has some very interesting and potential tourism circuits and trails, such as Buddhist Circuit, Pilgrimage Circuit – Kashi - Sangam, Mathura – Vrindavan, Allahabad – Vindhyachal, Ayodhya Trail, Sufi Trail – Lucknow - Deva Sharif; Ittra Trail – Kannauj, The Great Awadh Circuit – Lucknow, Heritage Trail – Lucknow, Cycling Trail – Lucknow, Taj Nature Tour, Agra Heritage Tour, Agra – Braj Tour; Rhino – Tiger Circuit – Dudhwa National Park, Awadh Bird Trail, Mango Trail, etc. viii. The cuisine of Uttar Pradesh is just as diverse as its geography. The main genre of U.P is Awadhi, famed for its Dum-pukht (food cooked on slow fire) ix. Uttar Pradesh is also home to rich textiles, crafts, dance/drama, and legacy of musicians adding to the exquisiteness of tourism offerings in the state

CONCLUSION

Increased tourism to sensitive natural areas without appropriate planning and

management can threaten the integrity of ecosystems and local cultures. The increase of visitors to ecologically sensitive areas can lead to significant environmental degradation. Likewise, local communities and indigenous cultures can be harmed in numerous ways by an influx of foreign visitors and wealth. Additionally, fluctuations in climate, currency exchange rates, and political and social conditions can make over-dependence upon tourism a risky business.

However, this same growth creates significant opportunities for both conservation and local communities. Ecotourism can provide much-needed revenues for the protection of national parks and other natural areas -- revenues that might not be available from other sources.

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