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STRATEGIC MARKETING OF ECO-TOURISM IN UTTAR PRADESH

Surbhi Chaudhari

Research Scholar of Mewar University

Guide Name- Dr. Ruchi Singh

HOD - Deptt. of tourism & Hotel Management Bhupal Noble's University Udaipur

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ABSTRACT

UP as a state, has a diversified range of "tourism assets" that can be developed and promoted. The state can hence attract a wide range of tourist profiles (both domestic and international of various budget groups). Given the intensifying competitive environment among states and nations, marketing and promotion is becoming increasingly essential for tourism development.

Keywords: *marketing and promotion, tourism*

INTRODUCTION

According to *The Oxford English Dictionary*, the word "ecotour" was first recorded in 1973, followed by "ecotourism" in 1982. There, the word is defined as, "Tourism to areas of ecological interest (typically exotic and often threatened natural environments), especially to support conservation efforts and observe wildlife; spec. access to an endangered environment controlled so as to have the least possible adverse effect."

Ecotourism was maybe best characterized in 1990 by Megan Epler Wood, the prime supporter of The International Ecotourism Society (TIES) and writer of six powerful books regarding the matter. Her most recent, *Sustainable Tourism on a Finite Planet: Environmental, Business and Policy Solutions*, was discharged in 2017. As of late, the development of enthusiasm for capable travel has outpaced that of conventional sun/sand tourism by an

inexorably wide edge. With a few specialists assessing that ecotourism now speaks to 11.4% of all customer spending, these sorts of inquiries have turned out to be increasingly normal. Also, as we keep on seeing more negative effects of mass tourism on darling goals around the globe, the responses to these inquiries will turn out to be progressively fundamental. Some portion of the perplexity encompassing practical travel is the plenty of names being utilized for it inside the business. Ecotourism, a development that started to come to fruition back in the 1980s, is the most established and most usually utilized word for it; later industry popular expressions incorporate green travel, nature travel, dependable travel, moral travel, careful travel, cognizant travel, expert poor tourism, and numerous others.

- UP's tourism approach imagines the accompanying techniques for improvement:
- Development of essential framework, to be embraced by government bodies.
- Planning traveler circuits through an end-all strategy.
- Improving and empowering the investment of the private division in the express government's



endeavors at giving the fundamental offices to household and global vacationers.

- Dovetailing advancement stores from various sources.
- Improving the item assorted variety to draw in a scope of visitors.
- Coordination between different government offices.
- Proper reclamation of legacy properties and their exposure.
- Providing shoddy, perfect and agreeable offices to vacationers in issues of transport, settlement, sustenance and amusement.
- Organizing social shows at fairs, celebrations and courses with a view to drawing in more sightseers.

Usage/activity get ready for tourism advancement

The activity design covers prompt (0 to 1 Year) needs and afterward needs for every one of the three periods of the arrangement. The 20 Years Perspective Plan is imagined to fill in as the underlying establishment record setting the long haul bearing; in this setting it is basic to apply the moving arrangement idea to persistently refresh and refine the same over the assigned arrangement time frame. The real components of the

activity/execution design cover: arranging system for usage; changed arrangement structure/empowering

enactment/uncommon team consideration territories; prerequisites for UPT to assume a reactant part: circuits for improvement; extraordinary promoting center zones and so forth.

REVIEW OF LITERATURES

As indicated by the Travel and Tourism Competitiveness Report 2009 brought out by the World Economic Forum, Blanke and Chiesa (2009), the commitment of movement and tourism to total national output (GDP) is relied upon to be at US\$ 187.3 billion by 2019. The report additionally expresses that genuine GDP development for the movement and tourism economy is relied upon to accomplish a normal of 7.7 for each penny for every annum throughout the following 10 years. Fare income from universal guests and tourism products are relied upon to create US\$ 51.4 billion (in ostensible terms) by 2019. The movement and tourism area, which represented 6.4 for every penny of aggregate work in 2009, is required to create 40,037,000 occupations, i.e., 7.2 for each penny of aggregate work by 2019. The World Travel and Tourism Council (WTTC) has



recognized India as one of the principal development focuses of the world in the coming decade

India's offer in worldwide visitor landings expanded from 0.85 for each penny in 2008 to an expected 0.97 for every penny in 2009. Its offer in world profit from tourism has expanded from 1.48 for each penny in 2008 to 1.71 for each penny in 2009. There is additionally a noteworthy development in the household part—the quantity of sightseers expanded from 466.23 million of every 2008 to an expected 562 million out of 2009 (Ministry of Tourism, Govt. of India, 2009).

Tourism in Uttar Pradesh The territory of Uttar Pradesh, arranged in the northern piece of the nation, is a standout amongst the most interesting conditions of the Union of India. Attributable to its rich and differed geology, lively culture and enthralling celebrations, landmarks, old spots of love and viharas (Buddhist monastries), Uttar Pradesh offers tremendous tourism delights and a perpetual cluster of attractions to guests going to the state. Agra, Fatehpur Sikri, Allahabad (Prayag), Sarnath, Gorakhpur, Varanasi, Lucknow, Kanpur and Mathura consolidate religious and design wonders.

As of late, the Uttar Pradesh Tourism Department, in the wake of investigating the current approach, has settled the new Tourism Development Policy for the state

Giving financial advantages to the neighborhood populace and upgrading work openings. Enhancing and broadening the tourism items construct, with a concentration in light of enterprise, religious and landmark based travel. Expanding the inn limit of the district. Expanding the appearance number. Improving interest in the tourism business. Expanding the income per guest through a predominant guest profile, better offices and esteem expansion to the tourism items.

UTTAR PRADESH'S SHARE IN INDIA'S TOURISM

(in millions)

Year	UP			India as a whole		
	Domestic	Foreign	Total	Domestic	Foreign	Total
1997	37.8	0.7	38.5	159.9	2.4	162.3
1998	41.6	0.8	42.4	168.2	2.4	170.6
1999	45.7	0.8	46.5	176.1	2.5	178.6
2000	50.3	0.8	51.1	210.1	2.6	212.8

Source: Department of Tourism # Foreign tourist statistics is total foreign tourist arrivals in India Domestic statistics includes Uttaranchal; perspective based on excluding Uttaranchal is provided in Page 2

There has been an increase of 6% per annum in the number of foreign tourists. This is higher than the 3% per annum

With more traveling comes bigger responsibility! The sooner we understand this, the better it is for us and nature around. **Ecotourism in India** might not be a very popular terminology, but those who care about it are doing their bit to conserve country's natural heritage, even if it's one baby step at a time. Being aware of small changes, promoting the lesser developed areas, and upholding the traditions and culture of the place are our responsibilities as a traveller.

Uttar Pradesh as a tourism destination has been attracting approximately 24% of the domestic tourist traffic and 33% of the foreign tourist traffic to India. The total inbound tourists visiting UP over the period 1997 to 2000 are as follows:

increase in foreign tourist arrivals for the nation as a whole. The increase in domestic tourism is however in line with



the current growth rate of 10% per annum overall for domestic tourists in India.

ENVIRONMENTAL ANALYSIS:

Educational analysis of environment and resources is the first step in strategic marketing planning. The environment in which a tourism organization operates is complex and constantly changing. For analytical purposes, the environment can be divided into the following three components (Health & Wall, 1992):

(i) The macro environment, which consists of those forces that create opportunities and pose threats to the destination of the tourism business units. These forces are factors that the tourism organization cannot control, and to which the tourism business

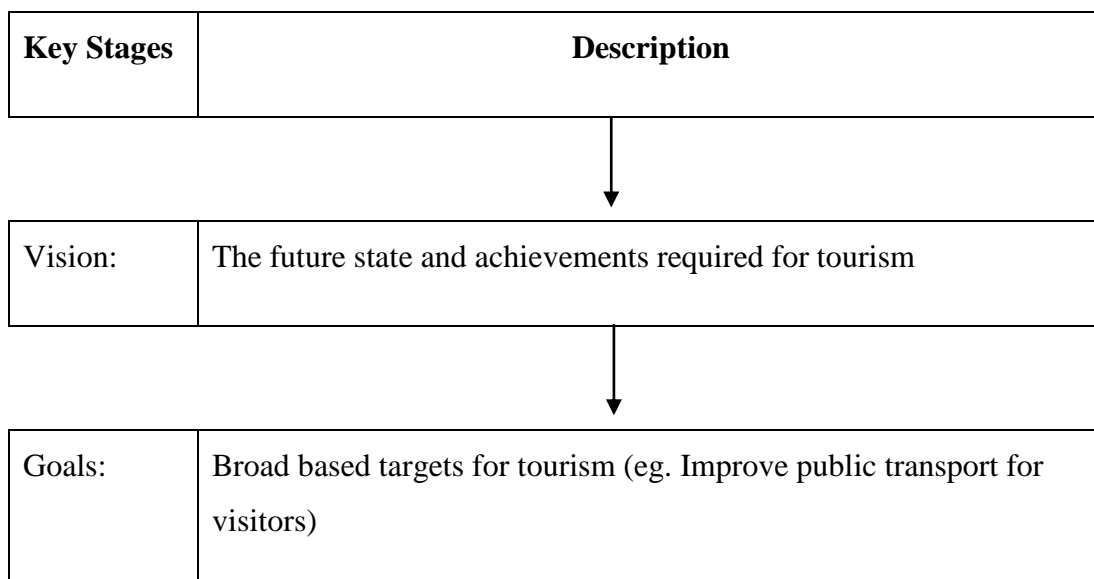


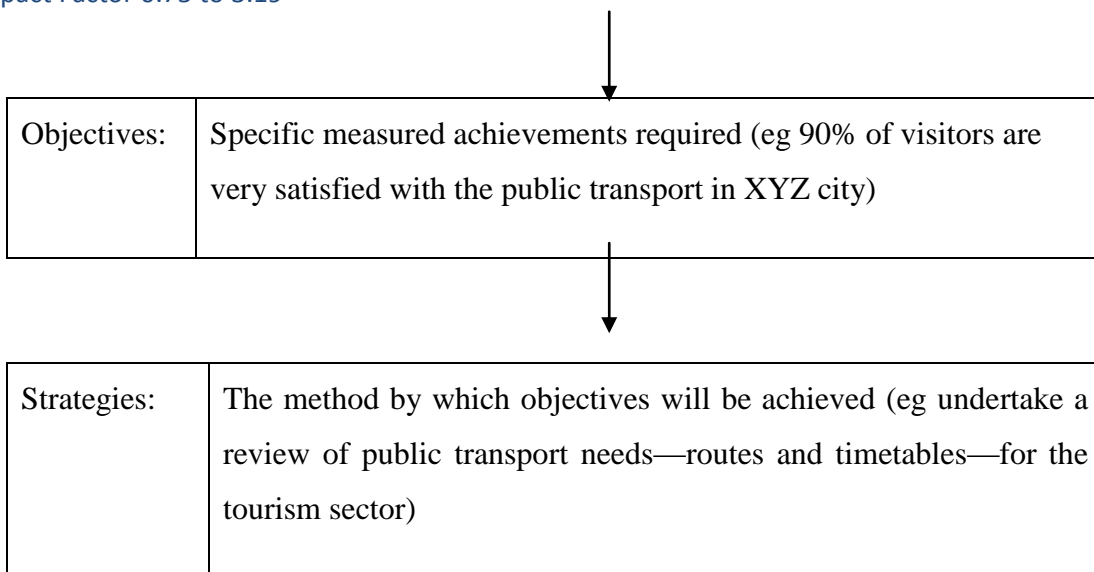
units have to adopt. They include a wide variety of social, political, technological, economic and demographic factors.

(ii) The competitive environment, which consists of all those suppliers of tourism offerings that compete for the same customers or target markets as particular tourism organizations and business of the destination.

(iii) The market environment, which consists of the groups and other organizations that the regional tourism organization works with directly in order to accomplish its mission. In the tourism sphere, the main groups in the market environment are existing and potential tourists.

Tourism Strategy Planning Process





- Environmental factors such as technological, social, legal and political.

The external environment of UPSTDC is influenced by shareholding pattern of the

corporation, institutional framework within the state for promotion of tourism, and the role-played by the corporation within this framework. UPSTDC functions within the governmental institutional framework and has linkages with Department of Tourism (DOT) and other government departments. Its activities, within the tourism business are primarily in the areas of hotels, and tours and travel.

The corporation's external environment consists of:

- Tourism industry in the state, and

CONCLUSION

Ecotourism works towards the conservation of nature and biodiversity. It also promotes responsible travel, which can be initiated by minimum destruction, environmental growth, adventure, and preaching sustainable ways of living on the planet.

In the process, ecotourism glorifies offbeat places, their rich culture, and centuries-old traditions. The advantages are many; we as a traveler get to live moments, and nature as a whole gets to live!

Intentionally, nobody likes stressing nature while trying to destress themselves but a reality check is much needed. Non-profit

organizations are taking the lead in promoting the cause and even the government contributes its bit by boosting city tours and adventure treks. Volunteer travel programs are being designed to seek the attention of youngsters and nature lovers; and **Eco Sensitive Zones (ESZs)** have been developed to put spotlight on India's wildlife sanctuaries, forest reserves, and biodiversity parks.

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