

# **ROLE OF U.P.STATE IN THE PROMOTION OF TOURISM IN UTTAR- PRADESH.**

## **(1) UP Tourism:-**

UP tourism has laid down many objectives and planned their strategies for the promotion of tourism in Uttar Pradesh as a whole with the special attention and thrust on the development in Agra region.

Their mission is to develop tourism as the major industry of Uttar Pradesh

by providing leadership and organisational and strategic direction, to

improve the quality of tourism product, to develop places of tourist interest,

to provide necessary facilities for all categories of tourists, be it a leisure

tourist, a pilgrim or for any other purpose. The mission also aims to market

Uttar Pradesh tourism products, internationally and domestically so as to

provide employment and for the economic, environmental, social and

cultural benefit of the citizens. The prime objectives of the tourism policy

are :-

To promote tourism with the tourist and pilgrim as the focus.

(2) To provide special facilities to the religious and monument based traveller. Agra region finds its place on the top of the list for the monument based traveller , because no other region of Uttar Pradesh witnesses as many monuments as Agra does. So special attention is being paid here.

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(3) To improve the efficiency of the industries for enhanced social and economic benefit and consequential increased economic benefit including increased employment generation.

(4) To improve the participation of all the stake holders in society .including the travels trade and tourism industry.

(5) To provide quality service to all domestic and international consumers and stake holders.

(6) To prepare and implement master plans for integrated development and



marketing of indentified circuits.

(7) To improve .diversity and expand the marketing of the tourism product of UP State.

Targets to be achieved in the 21st century :-

The targets laid under the new tourism policy aims at:-

- - (1) To raise the level of foreign visitors from approximately 7.2 lakhs and domestic tourist from 360 lakhs to 10000 lakhs in Uttar Pradesh with the special thrust on visitors to Agra.
  - (2) To enhance the levels of investment form the present Rs.350/- crore per annum so that a total investment of Rs. 10,000 crores at current price is made in the next decade.

## *Straterqies for the promotion of Tourism in Uttar Pradesh:-*

The UP tourism lays down the following strategies under the new tourism plans to achieve the targets set under the policy .

(1) to develop the necessary infrastructure facilities through private and public partnership. Special importance would be given to facilitate investment made by the non resident Indians .

(2) Priority by the government to the development of basic infrastruture facilities viz. roads aviation services, rail, surface and water transport uninterrupted electric supply, telecom facilities, drinking water, seavage facilities and accomodation.

(3) Reorganization of circuits for integrated development, publicity,



promotion and maintaining a master plan to be prepared for each circuits utilizing service of expert consultant in the planing and execution.

(4) To create corpus fund for the development of basic amenities, conservation and maintenance, 'devotailing' i.e. combination of funds arising from private and public service for the same

(5) Upgradation .moderation and profitable management of the UPSTDC and its units and privatization of units wherever necessary.

(6) Promotion of ecotourism in all the possible destinations in order to preserve the environment and tourist sites as well.

(7) To develop and publicise new tourism product and attraction like Yoga, Spiritual Knowledge, Ayurveda, Naturopathy, Adventure Sports, EcoTourism, Water Cruises, Film locales, Diverse Traditional attire and crafts, village life etc.

(8) Restoration of ancient palaces , havelies .building ,forts, and introduction of an incentive scheme to facilitate their adoption by the private sectors.

(9) Formulation of standards for tourism units and introduction of incentives to facilitate their adoption by the private sectors.

(10) Extension of the available facilities, tourist spots and attraction of the State domestically and internationally through advertisement, films , Compact Disks, Cassettes, websites etc. and effective marketing through participation in domestic and international travel trade conferences, fairs organisation of Uttar Pradesh tourism promotional festivals in identified cities of important countries.

(11) Effecting an awareness campaign in civil society to create a favourable atmosphere and affinity towards tourism.

(12) Effective Co-ordination between various departments for developing tourism industry by :- • (i) establishing Paryatan Mitra (friend of tourism) for assisting entrepreneurs. (ii) formulation of advisory committies at district division and State level (iii) fomation of tourism promation council at the district level (iv) well planned efforts to co-ordinate with the related Ministries of the Government of India.

(13) To create sufficient facilities for tourism related human resource development by upgrading and improving the management of the new Tourism Management



Institutes and Food Craft Institute besides establishing new one if necessary.

(14) Strengthening and expansion of the department tourism organisation of festival through incentive to the tourism industry, and establishment of special cell for efficient collection of data and research work.