

An Assessment of Tourism Potential in Uttar Pradesh: ‘A Case Study of Heritage Tourism in Lucknow City.’

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Abstract:

Tourism is the most liked activity among all the age groups. Tourism contributes in development of infrastructure, economy and society, promote handicrafts, culture and heritage in worldwide. Tourism also provides employment to the people of the society.

Tourism industry in Uttar Pradesh has a tremendous potential for growth. Lots of variety of destination are present in Uttar Pradesh. Lucknow is the capital of U.P. and liked by tourists also. In this research paper primary as well as secondary data were used to solve the stated objectives. Objectives of this research paper are to know about the determinants of tourism potential in Lucknow city and also know about the known as well as unknown historical places in Lucknow. Lucknow city is successful to attract tourists because of its heritage and culture, which is helpful to growth in tourism and economy.

Keywords: Tourism Potential, Determinants of Tourism, Heritage Tourism.

1) Introduction:

Before talking about the potential of tourism, we must know what it is. According to World Tourism Organisation, “Tourism is travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”. In this definition WTO focuses on three main points about Tourism that are usual environment, purposes and time period. So, tourism will be considered only when someone moves somewhere outside their daily environment for any reason. WTO also differentiate travel and tourism but also cleared that they both are two sides of the same coins.

Now a days, Indian tourism industry is very fast growing industry which includes lots of industry like accommodation, transportation, hospitality and some others industries. In National tourism award 2009-10, Madhya Pradesh state has got first prize, Andhra Pradesh got second and Kerala and Rajasthan both got third prize in Best tourism State category. Uttar pradesh tourism also got prize in most innovation use of informative technology category. U.P. got another prize in the year 2018 and 2019 regarding “promoting fairs and festivals” and “best festival destination: Kumbh Mela” respectively. Actually, Uttar Pradesh Tourism industry has very potential and possibilities. Uttar Pradesh is very rich regarding their culture, history, rituals etc.

U.P. state also got second and third rank in India in tourist arrival point of view. Attraction is one of the five A's of tourism. In attraction point of view, Uttar Pradesh has lots of different type of places for visit. Lucknow is also known as "Nawabon ka Shaher". According to its title, it is very rich in heritage and historical places.

2) Objective:

1. To know about the determinants of tourism potential in Lucknow.
2. To know about the some known and unknown historical places in Lucknow.

3) Material and Methods:

This research paper totally focuses on to identify various destinations and reasons of tourism potential of the Lucknow city and discuss about the different facilities related to tourism of Lucknow city.

3.1) Study Area:

Lucknow is the capital city of Uttar Pradesh. Its municipal body is LMC (Lucknow Municipal Corporation). It occupies an area of 349 km². and stands at an elevation of 123 meter above mean sea level. It has a population of 28,17,105 lakh with a density of 8100/km². Hindi and Urdu are its official language while Awadhi is its regional language. It has a sex ratio of 915 females/1000 males. Previously Lucknow was the capital of Awadh which was controlled by Delhi Sultanat and later by the Mughal Empire. Lucknow was listed as the 17th fastest growing city in the country and 74th in the world. Lucknow is very rich in mythological, heritage, culture and Ganga Jamuna Tahjeeb aspects. Tourist are more attracted there because of its beautiful and ancient surrounding.

3.2) Methodology:

Methodology is very important for any research and analysis. For this research paper, firstly primary data collected to know about the heritage tourist places (known and unknown both) in Lucknow for identifying the determinants of tourism potential in Lucknow city. Secondary data collected through previous literature, online source, government sites and reports to know about the different facility regarding tourism.

4) Result and Discussion:

Because of its rich heritage, Lucknow city has much potential in tourism, which is describe below:

4.1) Heritage places in the Lucknow city:

Famous heritage places in Lucknow are Bara Imamabada, Chhota Imamabada, Residency, Rumi Darwaza, Safed Baradari, La Martiniere School, Chhattar Manzil, Moti Mahal Palace, Husainabad Clock Tower, and Hussainabad Picture Gallery.

Some unknown heritage places in Lucknow are Sikandar Bagh, Kaiserbagh Palace, Tomb of Saadat Ali Khan, Musa Bagh Monument, Machhli Phatak, Akbari Gate, MohanlalGanj Shiv Mandir, Tomb of Aalia, Nadan Mahal or Tomb of Shekh Ibrahim Chishti, Chhota Taj Mahal, Aminabad Area and Hazratganj.

4.2) Mahotsavas and Melas:

A wide range of events, melas and mohatsavas are organised in Lucknow which are very helpful in attracting tourists. 'Lucknow Mahotsav', organised in winters and on a huge scale, is one of the most famous of these events. Along with it, U.P. Mahotsav is also organised here which displays, as the name suggests, Uttar Pradesh's culture. Katki Mela, Uttarayani Mela, Ganga Snan Mela or Budhakki Mela, Kartik Mela, Daliganj Mela, Sheetalashtami Mela are the well-known fair conducted here. Through these melas, government promote trade, handicrafts, local food and culture.

4.3) Some Other nearest Tourist Places of Lucknow:

Near Lucknow city, many tourist places were situated. Some are famous and some are not famous. In Barabanki area, Dewa Sharif is situated which is well-known for holy tourist place near Lucknow. Bithoor is situated near Ganga River, famous for its temples, ashrams and rituals. Namisharanya is situated near Gomti River and famous for Hindu mythology. Lord Ram Mandir in Ayodhya near Saryu River is situated 135 km from Lucknow. Kakori Kothi is situated in Kakori area near Lucknow, famous for its historical view but not so well-known among the people. Chandrika Devi Mandir is situated in sitapur road and very well-known temple.

4.4) Transportation Facility:

In Lucknow, transportation service is developing day by day. There is available metro service, train facility, Chaudhary Charan Singh Airport, Bus station and local transport, which helpful to promote accessibility in tourist places.

4.5) Educational Facility:

Approximately 466 government primary schools are here for the welfare of poor people and Mid-Day Meal Scheme is also running to fulfillment of lunch and balance diet for poor children. Along with well-established private school are also running in the city. Anganbadi scheme also running in the city for empowerment of poor women and children. Besides this more than eight private universities are here and also engineering insitutes, technical institutes and government universities are established here.

4.6) Health Service:

As all we know that government hospitals are more trustful and less expensive. Regard this, government established more than 8 government hospitals for treatment of poor people as well as rich people. Some government hospitals name are as follows: Trauma Centre, Bhaurao Devras Sayukt Chikitsalay, Ram Manohar Lohia Hospital, State Ayurvedic College and Hospital, Balrampur Hospital, Rani Laxmi Bai Hospital, Virangana Jhalkari Bai Mahila Hospital, King George's Medical University and PGI Hospital. Besides this lots of private hospitals also

established in Lucknow city. Some well-known private hospitals are Sahara Hospital, Divine Heart Hospital, Fatima Hospital, Ajanta Hospital, Icon Hospital, Forrd Hospital and Mayo Hospital etc.

4.7) Social Infrastructure development:

1. **Sports Facility:** Sports are very helpful to teach a child to handle pressure, disappointments and also build confidence and maintain discipline in a child. Now a days, sports involves lots of people like who are playing and who are watching. So, government has focused to develop sport facilities in Lucknow. Some sports academies in Lucknow to promote sports like cricket, badminton, football, hockey, volleyball and swimming, are Guru Gobind Singh Sports Academy, DB Sports Academy, Neta Ji Subhas Regional Centre, RDSO Badminton Academy, Drona Cricket Academy, Central Cricket Academy, Professional Tennis Academy, BBD Badminton Academy, Naqvi Cricket Academy.

K.D. Singh Babu Stadium is one of the oldest sport stadium in Lucknow. There are exist multi pitch for athletics, cricket, hockey, handball and football sports. There are also exist Olympic sized swimming pool and various courts like Tennis, Basketball and Volleyball etc. Bharat Ratna Shri Atal Bihari Vajpayee Ekana Cricket Stadium is also here for international purpose. It takes U.P. sports to the next level in India.

2. **Theatrics:** For development of art, music, drama and dance, there are exist some theater, auditorium, drama academy. Bhartendu Natya Academy is one of the oldest academy in Lucknow to promote drama and theater. Bhatkhande Music institute is also here to promote music Gharana and live in the people. Kathak Sansthan also doing same thing in Lucknow. Some other private institution are also here for development of arts in children. Rai Umanath Bali Prekshhagrahya is one of the famous auditorium, in Lucknow to promote drama and theater activity.
3. **Library Facility:** Government has focused to facilitate education and study habit in students who belong from poor class of the society as well as all students. For this, there are exist some government as well as private and public library, which is very rich in knowledge and books and also updated according to present time. Some famous libraries in Lucknow are Al Burhari Library, Amiruddaula Public Library, Hindustan Library, Indian Institute of Management Library, Janta Library, Maulana Mohammad Ali Library, Ramakant Library, Tagore Library and U.P. State information Library etc.
4. **Theme Parks:** Some theme parks are also exist here. Name of these famous theme parks are Dream World Amusement Park, Anadi Water Park, Suraj Kund Park, Disney Water Wonder Park, Scorpio Club Park, Dream World, Nilansh Theme Park, Diamond Aqua Park and Amarpali Water Park etc.
5. **Gardens:** There are approximately more than 100 small gardens exist in the different location of the Lucknow city. There are also some big gardens exist. Name of those gardens are as follows: Dr. Ram Manohar Lohia Park, Eco Garden, Dilkusha Garden, Swarna Jayanti Smriti Vihar Park, Botanical Garden, Begum Hazrat Mahal Park, Nawab Wajid Ali Shah Zoological Garden, Picnic Spot, Rajkiya Garden and Janeshwar Mishra Park etc.

6. **Sanitation Facility:** For Swachh Bharat Mission, it is must to develop sanitation facility for cleanliness of society. Government established many sulabh toilets in different location of the Lucknow city.
 7. **Other infrastructure facilities:** In the Lucknow city, there are exist cinema hall, Malls, telephone services, restaurants, travel agents, taxi operators, metro facility, gyms, community centres and ATM facility etc.
- 5) **Conclusion:**
Lucknow city also Known as ‘Nawabon Ka Shaher’, presents itself as ‘Nawabi Shaan’. There are many facilities present to attract tourists. Lucknow is also famous for its Chikan Work and Cuisine. Thus, the dependency on tourism for employment is not much, especially in: Lucknow city but tourism can develop and promote this city in worldwide which is necessary for its heritage and culture. That’s why everyone says that “Muskuraiye Ki Aap Lucknow Mein Hai”.

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