

IMPORTANCE OF CULTURAL HERITAGE TOURISM IN THE CORE AREA OF CHOWK, LUCKNOW

**A Project Submitted
in Partial Fulfillment of the Requirements
for the Degree of
MASTER
IN
URBAN AND REGIONAL PLANNING**

**by
SHREYA SINGH
(University Roll No. 1200106019)**

**Under the Supervision of
AR. VERSHA VERMA**



**to the
SCHOOL OF ARCHITECTURE & PLANNING
BABU BANARASI DAS UNIVERSITY
LUCKNOW**

2021-22

CERTIFICATE

Certified that **SHREYA SINGH** (12001060042) has carried out the research work presented in this Project entitled **“Importance of Cultural Heritage Tourism in the Core Area of Chowk, Lucknow”** for the award of **Master in Urban and Regional Planning** from Babu Banarasi Das University, Lucknow under my supervision. The Project embodies results of original work, and studies are carried out by the student themselves and the contents of the Project do not form the basis for the award of any other degree to the candidate or to anybody else from this or any other University/Institution.

Ar. Versha Verma (Guide)
Assistant Professor,
School of Architecture and planning
B.B.D. University Lucknow

Dr. Mohit Agarwal
Dean,
School of Architecture and planning
B.B.D. University Lucknow

Date: June 2022

Place: Lucknow

CANDIDATE’S DECLARATION

I hereby declare that the work, which is represented by me in this dissertation, entitled **“Importance of Cultural Heritage Tourism in the Core Area of Chowk, Lucknow”**, in partial fulfillment of the requirements for the award of the degree of **Master in Urban And Regional Planning** submitted to the **School of Architecture and planning, Babu Banarasi Das University Lucknow**, is an authentic record of my own work carried out during the period from January 2022 to June 2022 under the supervision of **Ar. Versha Verma(Guide) & Dr. Mohit Agarwal (Dean)**, Department of Architecture and planning B.B.D. University Lucknow Uttar Pradesh ,India.

The matter embodied in this thesis has not been submitted by me for the award of any other degree of this or any other institute.

Date: June 2022

Place: Lucknow

(Shreya Singh)

This is to certify that the above statement made by the candidate is correct to the best of my knowledge.

Ar. Versha Verma (Guide)
Assistant Professor,
School of Architecture and planning
B.B.D. University Lucknow

Date: June 2022

Place: Lucknow

ABSTRACT

Tourism has emerged as one of the most important industries of the future. The multiplier effects of tourism in terms of employment generation, income generation, development of tourism infrastructure and also conservation of priceless heritage, cultural deposits and development of potential tourism places are significant. Lucknow, being the state capital of Uttar Pradesh remains as one of the greatest attractions for tourists and has tremendous potential for cultural and heritage tourism development. Moreover, tourism as a socio-economic activity involves a variety of services and deals basically with human beings moving from one place to another for different motivation to fulfill varied objectives.

The need to preserve the cultural property arises not merely to preserve the evidence of historic past, but in order to forge a concrete linkage between the past and the present in public memory. Lucknow city is an ancient, historical, cultural capital and heritage city in India. It has strong roots of urban design elements viz. landmarks, path, nodes, axis and urban imaginary which contributed significantly for good imageability of the city and well-developed urban form in relation to the cultural and heritage identity. The major heritage buildings, precincts and areas are located in the core area of the city. The central area has emerged as a place of tourism, place of commercial, place of living and place of education over the years. The core is slowly transforming into more commercial developments by altering the character and image of the city which is under threat and losing its character.

Lucknow is known for its rich cultural heritage but lack of proper tourism guidelines the old core areas of the city has not been able to showcase its potential. Thus, the paper tries to bring the importance of heritage tourism in the core area of Chowk, Lucknow. The paper addresses the need of rehabilitation and conservation of old inner-city areas and historic monuments in the cities of the developing world through tourism guidelines and concluded with establishing a relationship between the tangible and intangible assets of the heritage of the core area of Chowk, Lucknow.

ACKNOWLEDGEMENT

It is my pleasure to write this acknowledgment and give thanks to all those who provided me support to do this work and helped me to understand and study this topic, it gives me great pleasure to express my gratitude and thanks **Ar. Versha Verma**, School of Architecture and Planning, B.B.D. University Lucknow for their valuable guidance, steady encouragement, and strong support to reach to this stage.

My sincere regard to the Dean, **Dr. Mohit Agarwal**, “School of Architecture and Planning, B.B.D. University Lucknow” to let me appear in the final stage of thesis work and providing me the patronage to avail the facilities of this department, otherwise it would not have been possible to do this work. I am thankful to all the faculty and staff members of this department.

Last but the least, I am obliged to my **parents** and my **family** for giving me freedom to explore and grow professionally and for supporting me.

Shreya Singh

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION	1
1.1: Overview	1
1.2: Importance of Cultural Tourism in India	1
1.3: Types of Tourism in India	2
1.4: Organizations Involved in Tourism	4
1.5: Tourism Policies in India	4
1.6: Guidelines for Tourism in India	5
1.7: Tourist Inflow in India	5
1.8: Need and Significance of the Study	7
1.9: Aim	7
1.10: Objectives of the Study	7
1.11: Scope of the Study	8
1.12: Limitations of the Study	8
1.13: Data Preparation for Analysis	8
1.14: Research Methodology	8
CHAPTER 2: REVIEW OF LITERATURE	10
2.1: Research Gap	14
2.2: Conclusion	15
CHAPTER 3: CASE STUDIES	16
3.1: A Case of Cultural Tourism in Gujarat	16
3.1.1: Branding Initiatives	17
3.1.2: Tourist Flow in Gujarat	18
3.1.3: Gujarat Tourism Hub.....	19
3.1.4: Tourist flow- Purpose.....	19
3.1.5 Gujarat Tourism Awards and Appreciations	20
3.2: A Case of Cultural Tourism in Kerala	21
3.2.1: Population Parameters	21
3.2.2: Kerala Tourist Statistics 2019.....	22
3.2.3: Cultural Initiatives 2019-2020.....	23
3.2.4: Supporting Organizations	24

3.2.5: Kerala Tourism Awards 2019 – 2020	25
3.3: A Case of Cultural Tourism in West Bengal	25
3.3.1: Population Parameters	26
3.3.2: West Bengal Tourist Statistics.....	26
3.3.3: West Bengal: The Attractive Destination in India.....	28
3.3.4: Heritage Tourism Products in West Bengal	29
CHAPTER 4: EVOLUTION OF TOURISM IN UTTAR PRADESH	31
4.1: Tourism Circuit in Uttar Pradesh	31
4.2: Role of the State Government in promoting tourism in UP	34
4.3: Important initiatives by the UP-state government	35
4.3.1: The Heritage Arc	36
4.3.2: Wild Life-Eco tourism.....	36
4.3.3: Buddhist Circuit.....	37
4.3.4: Vindhya-Varanasi Circuit.....	37
4.3.5: Major Fairs and Festivals of Uttar Pradesh organized by UP Tourism	38
4.3.6: Other Fairs and Festivals of Uttar Pradesh	38
4.4: Uttar Pradesh In-bound Tourism	39
4.5: Economic Contribution of Tourism	42
4.6: Role of the State Government in Promoting Tourism in UP	48
4.7: Socio-Economic impact on Uttar Pradesh	50
CHAPTER 5: CULTURAL TOURISM IN LUCKNOW	51
5.1: Inventory of Key Heritage and Tourism Sites	53
5.2: Linkages and Connectivity	55
5.2.1: Road Connectivity	55
5.2.2: Rail Connectivity	55
5.2.3: Air Connectivity.....	56
5.3: Lucknow Climate	57
5.3.1: Rainfall	57
5.3.2: Temperature	57
5.3.3: Flora and Fauna	57
5.4: Demographic Profile	58
5.5: Cultural Influence	59
5.5.1: Cuisines of Lucknow.....	60

5.5.2: Costumes and Textiles	61
5.6: Lucknow's Tourism Position in Regional Context	62
5.7: Heritage Zones Identified in Lucknow Master	63
5.8: Authorities Responsible for Heritage and Tourism in Lucknow	63
5.8.1: Uttar Pradesh Department of Tourism	64
5.8.2: Acts and Regulations to Conserve the Heritage in Lucknow	64
5.8.3: UP's tourism policy envisages the following strategies for development.....	65
5.9 Tourism Inflow in Lucknow	66
5.9.1: Tourist Accommodation in Lucknow	66
CHAPTER 6: INTRODUCTION TO THE STUDY AREA	67
6.1: The Cultural Importance of Core area of Chowk, Lucknow	67
6.2: Demographic Profile of Chowk, Lucknow	69
6.3: The intangible cultural heritage of Chowk, Lucknow	69
6.3.1: Description of Chowk, the core area of Lucknow	70
6.3.2: Location of Chowk	71
6.3.3: Cultural significance.....	71
6.3.4: Major important buildings in Chowk area	71
6.4: The tangible cultural heritage of Chowk, Lucknow	72
6.4.1: Present situation of Chowk.....	73
6.5: The Heritage Walk of Lucknow	75
6.6: Economic Profile	77
6.6.1: Highlights of Uttar Pradesh Tourism Policy	78
6.7: Transportation	78
6.7.1: Lucknow Metro	79
6.8: Problem Identification	81
6.8.1: S.W.O.T	82
6.9: Data Analysis	82
CHAPTER 7: RESULT AND DISCUSSION	88
CHAPTER 8: RECOMMENDATIONS AND PROPOSALS	90
8.1: Conservation Plan	90
8.2: Residents Community Plan	90
8.3: Merchants Community Plan	91

8.4: Tourism development Plan	91
8.5: Transit Oriented Development	93
CHAPTER 9: CONCLUSION	94
9.1: Proposal for conservation guidelines for the Chowk area, Lucknow	94
9.2: The Dynamic Interaction between Tourism and Cultural Heritage	94
CHAPTER 10: REFERENCES	96
10.1: Journals and Books	96

LIST OF TABLES

Table 1: Tourist Arrivals in India (2015-2020)	6
Table 2: Tourist Flow- Purpose	19
Table 3: Awards and Appreciations	20
Table 4: Demographic Profile of Kerala.....	21
Table 5: Kerala Tourism Statistics.....	22
Table 6: Demographic Profile of West Bengal.....	26
Table 7: Some of the cultural heritage Destinations	28
Table 8: Tourism Circuits of Uttar Pradesh	33
Table 9: Region-wise Tourists Arrival in Uttar Pradesh (in millions).....	41
Table 10: Investment Potential through CSR in Uttar Pradesh (in Crore)	41
Table 11: Contribution of Tourism in Uttar Pradesh	42
Table 12: Gross Internal Tourism Expenditure of Uttar Pradesh	43
Table 13: Contribution of Tourism in the Economy – Uttar Pradesh.....	44
Table 14: Contribution of Tourism to State GDP	44
Table 15: Distance of Key Towns from Lucknow.....	55
Table 16: Population Parameters	58
Table 17: Physical Parameters	69
Table 18: Economic Profile	77
Table 19: Foreign Exchange Earnings from Tourism in India	77
Table 20: Lucknow Metro	79
Table 21: S.W.O.T Analysis	82
Table 22: Gender of Respondents.....	83
Table 23: Age of Respondent-wise Place of Domicile.....	83
Table 24: Gender-wise Place of Domicile	84
Table 25: State-wise Distribution of Respondents.....	84
Table 26: Country-wise Distribution of Tourists.....	85
Table 27: Number of Visits to Destination	85
Table 28: Whether You Have Visited Factory Outlet of Chikankari/Zardozi.....	86
Table 29: Have You Purchased Chikan/Zardozi Clothes	86

LIST OF FIGURES

Figure 1: Map of Gujarat	16
Figure 2: Images of Gujarat Cultures and Traditions	18
Figure 3: Gujarat Tourism Hub.....	19
Figure 4: Cultural Tourism in Kerala.....	21
Figure 5: Map of Kerala.....	23
Figure 6: Cultural Tourism in West Bengal.....	26
Figure 7: Cultural Tourism in Uttar Pradesh	32
Figure 8: The Heritage Arc	36
Figure 9: Fairs and Festivals of Uttar Pradesh.....	38
Figure 10: Tourism Map of Uttar Pradesh.....	47
Figure 11: Location of Protected Monuments in Lucknow	52
Figure 12: Lucknow Linkages and Connectivity	56
Figure 13: Ward wise Population Density Map.....	58
Figure 14: Cultures and Traditions of Lucknow.....	59
Figure 15: Cuisines of Lucknow.....	60
Figure 16: Costumes and Textiles.....	61
Figure 17: Lucknow's Tourism Position in Regional Context	62
Figure 18: Identified Heritage Zones Identified in Lucknow Master Plan 2021	63
Figure 19: Map of Chowk, Lucknow.....	67
Figure 20: Cultural Tourism in Lucknow	68
Figure 21: Heritage sites of Chowk, Lucknow	72
Figure 22: Present situation of Chowk.....	73
Figure 23: Heritage walk of Lucknow	75
Figure 24: Chowk Bazaar, Lucknow	76
Figure 25: Road Network of Chowk, Lucknow.....	79
Figure 26: Proposed Route Map of Lucknow Metro	80
Figure 27: Proposed Heritage Walk from Gol Darwaza to Akbari Gate	95

LIST OF CHARTS

Chart 1: Foreign Exchange Earnings from Tourism in India (2000-2020)	6
Chart 2: Research Methodology	9
Chart 3: Tourist inflow in Gujarat (in millions).....	18
Chart 4: Tourist Flow- Purpose.....	20
Chart 5: Foreign and Domestic Tourist Arrivals Across Kerala (In Millions).....	23
Chart 6: Foreign and Domestic Tourist Arrivals Across West Bengal.....	26
Chart 7: Percent Distribution of Trips to West Bengal by States of Origin	27
Chart 8: Domestic and Foreign Tourist Arrivals in Uttar Pradesh	39
Chart 9: Distribution of Outbound tourists by age-groups	46
Chart 10: Distribution of Outbound tourists by leading purpose.....	46
Chart 11: Region-wise Tourist Arrivals in Uttar Pradesh.....	47
Chart 12: Domestic and International Tourists Inflow in Lucknow	66
Chart 13: Tourist Arrivals in Lucknow Region	66

CHAPTER 1: INTRODUCTION

1.1: Overview

Tourism is the movement of the tourists from one place to another place. It is the temporary short-term movement of people to destinations outside the place where they normally live & work includes the activities they indulge in at the destination as well as all facilities and services specially created to meet their needs. Tourism does not only mean traveling to a particular destination but also includes all activities undertaken during the stay. It includes day visits & excursions. The movement can be in your country or the tourists can also travel to the foreign destinations for the tourism purpose.

Cultural tourism is important for various reasons; it has a positive economic and social impact, it establishes and reinforces identity, it helps build image, it helps preserve the cultural and historical heritage, with culture as an instrument it facilitates harmony and understanding among people, it supports culture and helps renew tourism. India has become one of the world's promoting tourist destinations with large number of visitors each year for its diverse climatic features and heritage cultures. It has a dramatic growth of tourism over the last 25 years and it is one of the most remarkable factors that brought economic changes. India now has 38 World Heritage sites listed, and that makes India one of the top countries globally in terms of several world heritage sites.



1.2: Importance of Cultural Tourism in India

“India is the cradle of the human race, the birthplace of human speech, the mother of history, the grandmother of legend, and the great grandmother of tradition. Our most valuable and most artistic materials in the history of man are treasured up in India only!” —Mark Twain

The words of mark Twain and the old history of Indian civilization makes India an attractive tourist destination in the world. India is one of the oldest civilizations in the world. Today

tourism in India is a large emerging industry. The history of nearly 4000 years has many links from the rich past. Foreign tourists are often attracted in search of the glorious past of the country. In fact, one can say that all other forms of tourism in India have been off shoots of cultural tourism. The maximum foreign revenue in tourism is earned through cultural tourism in India. It is a big source of income in Indian cities. There are various examples which prove this point. Agra is one city where the maximum economy of the city is because of tourism due to the magnificent Taj Mahal. There are many more examples in India where tourism is a major economic generator for the cities.

During 2019, India earned foreign exchange of US\$ 29.96 billion from tourism, recording a y-o-y growth of 4.80%. The direct contribution of travel and tourism to GDP in 2016, was INR 480.9 thousand Cr'. Further, the sector indirectly supported 4.034 Cr jobs and directly supported 2.54 Cr jobs in 2016. During 2011-17E, direct contribution of tourism and hospitality to GDP is expected to register a CAGR of 7.5%. Visitor exports generated IN R 152.9 thousand Cr. This is 5.4% of the country's total exports. Foreign exchange earnings (FEEs) from tourism in India witnessed growth at a CAGR (Compound Annual Growth Rate) of 8.96% between 2007 and 2019.

1.3: Types of Tourism in India

- i. **Adventure Tourism:** This involves exploration of remote areas and exotic locales and engaging in various activities. Adventure tourism in India involves trekking in the Himalayas, skiing in the snow-clad mountains of Himachal Pradesh, white water rafting, rock climbing, para gliding etc. Himachal Pradesh, Jammu and Kashmir, Assam, Uttarakhand, Sikkim, Arunachal Pradesh, and many more states in India offer adrenalin packed activities to the tourists for adventure.
- ii. **Wildlife Tourism:** India has a rich forest cover which has some beautiful and exotic species of wildlife some of which that are even endangered and very rare. This has boosted wildlife tourism in India. There are many national parks and wild life sanctuaries in India which are hot destinations for the tourists and wild life photographers across the world. Places like Jim Corbett National Park, Sunderbans wildlife sanctuary, Kaziranga National Park, Ranthanbhor National Park, Sasan Gir National Park, Sariska National Park etc. offer variety of places for the wild life tourists.
- iii. **Pilgrimage Tourism:** India has a history of nearly 4500 years and some of the oldest cities in the world. Cities like Varanasi (Kashi) is one of the oldest living cities which is a hot destination for Pilgrimage tourism. India is famous for its temples and mosques and that are the reason that among the different kinds of tourism in India, pilgrimage tourism is increasing most rapidly.

- iv. **Eco Tourism:** Eco-tourism pertains to a conscious and responsible effort to preserve the diversity of a naturally endowed region and sustaining its beauty and local culture. Indians have been known since ages to worship and conserve nature. The Vedic knowledge of Ayurveda, the Indian medicine system and its importance in the western world has been an attraction for the growth of eco-tourism in India.
- v. **Cultural Tourism:** India is known for its rich cultural heritage and an element of mysticism, which is why tourists come to India to experience it for themselves. India offers a varied platter of colorful festivals and cultures in the country. The various fairs and festivals that tourists can visit in India are the Pushkar fair, Taj Mahotsav, and Suraj Kund mela etc. Cultural tourism India is the predominant factor behind the meteoric rise in the tourism segment in recent years, because from time immemorial, India has been considered the land of ancient history, heritage, and culture.
- vi. **Wellness Tourism:** This form of tourism involves people who travel to a different place to pursue activities that maintain or enhance their personal health and wellness, and who are seeking unique, authentic or location-based experiences. Wellness tourism include massages, body treatments, facial treatments, exercise facilities & programs, weight loss programs, nutrition programs, pre- and post-operative Spa treatments and mind/body programs. Places like Uttarakhand, Kerala, Himachal Pradesh, Goa etc. offer variety of wellness programs for the tourists.
- vii. **Heritage Tourism:** India has always been famous for its rich heritage and ancient culture. India's glorious past and cultural diversity make a potent blend which attracts millions of tourists each year to its heritage tourist attractions. The government of India and the Ministry of Tourism and Culture encourage heritage tourism in India by offering several benefits to the Indian states that are particularly famous for attracting tourists. Today heritage tourism is still growing and has immense untapped potential.
- viii. **Leisure Tourism:** India offers one of the cheapest tourist destinations for the middle-income foreign tourists. Places like Himachal Pradesh, Kerala, Goa, Varanasi, Uttarakhand etc. often find young tourists who find India to be a cost-effective tourist destination for them.
- ix. **Sports Tourism:** India is one of the few countries in the world where we find all six seasons and also variety of geographical conditions. This has helped India to develop various sports destinations right from Kashmir in the extreme north to Kanyakumari in the down south and from Arunachal Pradesh in the east to Gujarat in the west. Tourists find variety of winter sport activities to water sports in various parts of the country. India boasts of the highest cricketing stadiums in the world.

- x. **Educational Tourism:** Today the world is looking towards India. The Indian higher education colleges in almost all the fields are among one of the top Colleges in the world. The Governmental subsidies and encouragement for foreign students make Indian Colleges a hot destination. Indian Government has separate quota for the SAARC (South Asian Association for Regional Cooperation) countries.

1.4: Organizations Involved in Tourism

- i. **India Tourism Development Corporation (ITDC)** is a Public Sector Undertaking under administrative control of the Ministry of Tourism. Incorporated on October 1, 1966, ITDC played a key role in the development of tourism infrastructure in the country. The Corporation is running hotels, restaurants at various places for tourists, besides providing transport facilities.
- ii. **Indian Institute of Tourism and Travel Management (IITM):** It was set up in January 1983 with registered office at New Delhi. It offers different level academic courses in tourism and travel management and related areas. It has embarked upon a series of alternative educational courses for supervisory and grass root-level workers of the industry. Universities in 20 developing countries are sending their faculty members for being trained in IITM courses.
- iii. **Tourism Finance Corporation of India Ltd. (TFCI):** This Corporation, sponsored by the Industrial Finance Corporation of India, was set up In April 1988 with Initial seed capital of Rs. 50 crores to provide institutional assistance to tourism projects. It started its operations from 1989. In addition to the above-mentioned organizations at the Central level, the State governments and Union territories have their own Departments of Tourism, Tourism Development Corporations and other Institutions or organizations formed for the purpose of helping the development of tourism industry in their areas.

1.5: Tourism Policies in India

- i. **Swadesh Darshan:** Swadesh Darshan scheme, launched during 2014-15, has a vision to develop theme-based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities. Under the scheme fifteen thematic circuits have been identified for development, namely: North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Heritage Circuit, Tirthankar Circuit & Sufi Circuit.

- ii. **PRASAD (Pilgrimage Rejuvenation and Spiritual Augmentation Drive):** The Government of India launched the PRASAD scheme in the year 2014-2015. It has been launched by the Ministry of Tourism with the objective of holistic development of identified pilgrimage and heritage destinations. In view of the decision taken by the Government for closure of HRIDAY scheme of the Ministry of Housing and Urban Development and for inclusion of projects for development of Heritage destinations in PRASAD Scheme, the scheme guidelines have been modified and the nomenclature of the scheme has also been changed from PRASAD to “National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)” in October 2017.

1.6: Guidelines for Tourism in India

The Indian government has taken several steps to make India a global tourism hub.

- i. From November 15, 2021, India allowed fully vaccinated foreign tourists to visit India.
- ii. In the Union Budget 2022-23, an additional US\$ 316.3 million was earmarked for Ministry of Tourism.
- iii. In September 2021, the Ministry of Tourism announced plans to allow international tourists to enter India and formal protocols are under discussion.
- iv. Under Budget 2020-21, the Government of India has allotted Rs. 207.55 crore (US\$ 29.70 million) for development of tourist circuits under PRASHAD scheme.
- v. Under Budget 2020-21, the Government of India has allotted Rs. 1,200 crore (US\$ 171.70 million) for development of tourist circuits under Swadesh Darshan for eight Northeast states.

1.7: Tourist Inflow in India

i. Foreign Tourist Arrivals (FTAs)

FTAs during 2019 were 10.89 million (Provisional) with a growth of 3.2% over same period of the previous year. During 2019, a total of 2.93 million foreign tourists arrived on e-Tourist Visa registering a growth of 23.6%.

ii. Arrivals of Non-Resident Indians

(NRIs) From 2014 onwards, Ministry of Tourism has started to compile the arrivals of NRIs on annual basis and there were 6.87 million arrivals of NRIs in India during 2018.

iii. Foreign Exchange Earnings (FEEs)

FEEs during the period during Jan 2019 – Dec 2019 were Rs.2,10,981 crores (Provisional estimates) with a growth of 8.3% over same period of previous year. FEEs during the

period during 2019 were US\$29.962 billion (Provisional estimates) with a growth of 4.8% over same period of previous year.

iv. Domestic Tourism

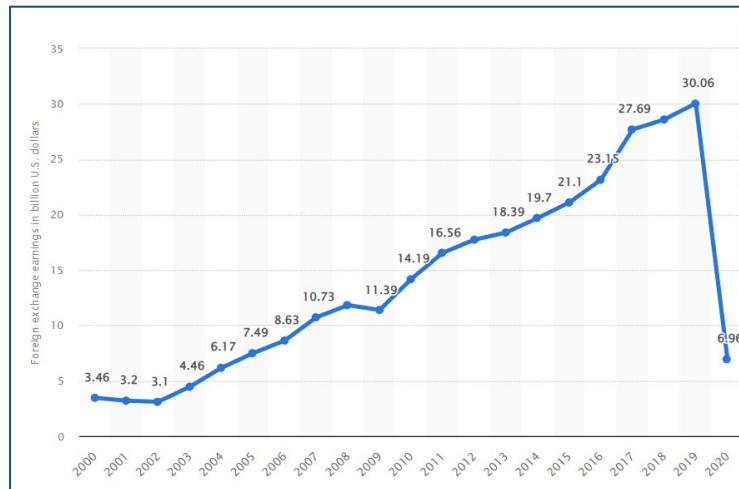
Domestic tourism continues to be an important contributor to the sector. As per the data furnished by State/UT Governments and other information available with the Ministry of Tourism, there were 1854.93 million domestic tourist visits all over the country during the year 2018.

Table 1: Tourist Arrivals in India (2015-2020)

Year	FTAs in India(in Million)	Percentage (%) change over previous year	NRIs arrivals in India	Percentage (%) change over previous year	International Tourist Arrivals in India (in Million)	Percentage (%) change over previous year
2015	8.03	4.5	5.74	5.7	13.76	5.0
2016	8.80	9.7	6.22	8.5	15.03	9.2
2017	10.04	14.0	6.77	8.8	16.81	11.8
2018	10.56	5.2	6.87	1.4	17.42	3.7
2019	10.93	3.5	6.98	1.7	17.91	2.8
2020	2.74	-74.9	3.59	-48.6	6.33	-64.7

Source: Bureau of Immigration, Govt. of India

Chart 1: Foreign Exchange Earnings from Tourism in India (2000-2020)



Source: Ministry of Tourism, Economic Times

1.8: Need and Significance of the Study

The Cultural Tourism product and Cultural Tourism itself is a very complex segment of the tourism industry, both its demand and supply are diverse and versatile. The demand for cultural travels is expected to grow rapidly in accordance with the change of the recreational needs of tourists and visitors and hence Cultural Tourism has a high significance compared to the conventional mass tourism. Of course, the classic mass tourism will never considerably lose its market positions but the new tourists will have a more and more diversified need to get to know the different cultures and customs of the remote places. In this context it is worth to consider that the rapid growth and development of Cultural Tourism caused various aspects of new problems in the tourism industry.

The review of literature simply demonstrates that tourism industry has a significant role in economic development of a country or region. Tourism as an industry has emerged as a lucrative business activity, contributing significantly in socio-economic development of the region. The literature review indicates that there is paucity of empirical data and literature on cultural tourism of Lucknow. Therefore, it is imperative to examine the status of cultural tourism in Lucknow.

The development of Cultural Tourism in Lucknow deserves special significance since it can be considered as one of the most powerful engines of economic growth through employment generation, community development and also through the preservation and conservation of cultural heritage. The present study is attempted as a scientific enquiry into the problems of Cultural Tourism in Lucknow from the perception of both tourists and the Host Community.

1.9: Aim

To evolve planning strategies for development of Cultural Tourism in the Uttar Pradesh.

1.10: Objectives of the Study

- i.** To study the existing tourism facilities and understand the importance of cultural heritage tourism in Lucknow.
- ii.** To understand the key issues and importance of tangible and intangible heritage.
- iii.** To analyze the selected area in context of cultural heritage tourism.
- iv.** To discuss the constraints, challenges and problems being faced by tourists
- v.** To review policies and program and to propose specific guidelines and framework for the cultural tourism in Uttar Pradesh.

1.11: Scope of the Study

Study would focus on Cultural Heritage Tourism in selected area and to view the perception pertaining to tourists, service providers and localities. The present study “**Importance of Cultural Tourism in the core area of Chowk, Lucknow**” analyses the perception of tourists and Host Community about Cultural Tourism. The response of tourists about the problems of various attributes of Cultural Tourism was analyzed. In addition, the level of satisfaction of tourists was also assessed. The fears and apprehensions of the Host Community about the development of Cultural Tourism in their area needs to be considered while studying the problems of Cultural Tourism. Hence the perception of Host Community about the socio-economic, socio- cultural, environmental and other various problems were analyzed.

1.12: Limitations of the Study

Present study has its own limitations. The study is confined to the state of Uttar Pradesh. Lucknow was selected for the field survey. The sample size is also low. The study is limited to view perception pertaining to tourists, service providers and localities. Though, the study is confined to the capital of the state of Uttar Pradesh and mainly the issues of tourism management, however, critical appreciation of pertinent literature and analysis of secondary data on matters related to tourism management at the national and regional perspective and other related aspects has been ensured in the dissertation. It is hoped that the study will be useful for those who have interest in this discipline. Importantly, the scholars in sociology may find the areas and issues for further research in the field of tourism management.

1.13: Data Preparation for Analysis

The data collected has been edited, codified, checked and verified for completeness, comprehensibility, consistency and reliability.

1.14: Research Methodology

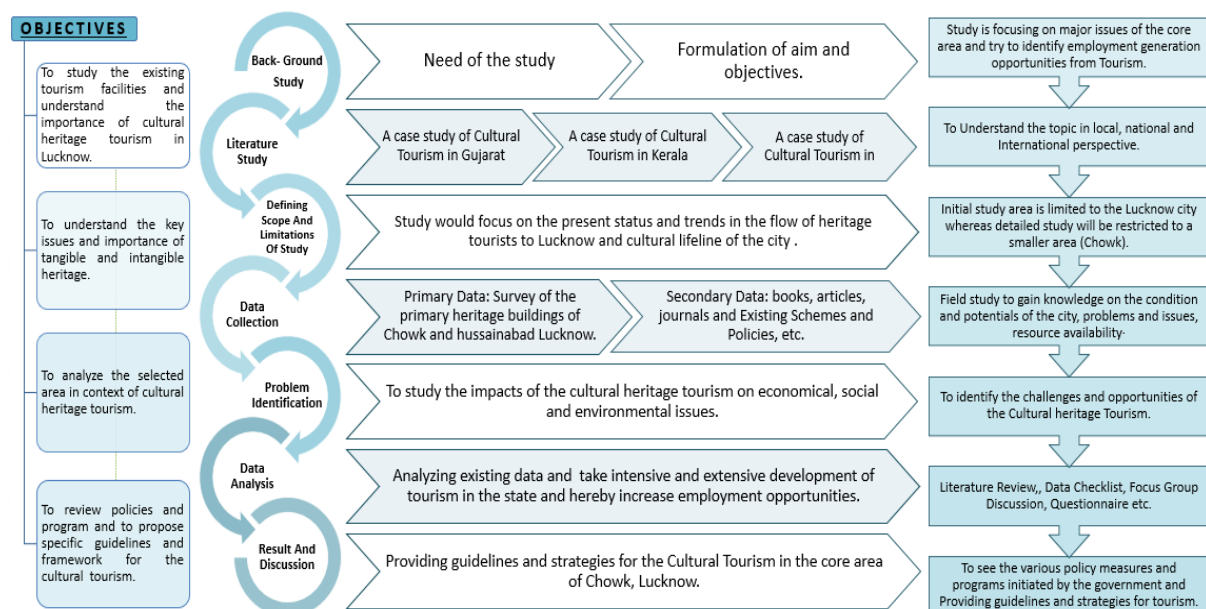
Research Problem: Research is common parlance refers to a search for knowledge. Research is an academic activity. According to Clifford Woody research comprises defining and redefining problems, formulating hypotheses or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and lastly carefully testing the conclusions to determine whether they fit the formulating hypotheses. Research is thus, a 149 original contribution to the existing stock of knowledge making for its advancement (Kothari, 2004). In order to get the reliable, validate and objective data, scientific research is desirable. There are mainly three types of research designs viz., descriptive, explorative and explanatory. The present study is mainly descriptive in nature however; it is based on quantitative techniques of research. The research implies quantitative

measures and use of statistical analysis. The formulation of research problem is based on critical appreciation of pertinent literature, in-depth discussion with experienced persons and a pilot survey. Research process mainly involves data collection, data processing and data analysis. However, proper identification and formulation of research problem, hypotheses, and selection of research design, adopting sampling procedure, developing research tools, collecting data, data processing and data analysis are some of the important research processes.

Research Design: Research design essentially refers to the plan or strategy of shaping the research. The present study is empirical in nature and based on quantitative technique. In order to analyze the view perception of tourists, service providers and localities on the basis of statistical tools and techniques, explorative research design has also been considered. There are basically two models of research processes.

The study is empirical in nature and based on analytical approach. The study is based on mainly primary data collected through field survey in Lucknow. Besides collection of primary data, secondary data and pertinent literature have been consulted, collected and reviewed accordingly. The major sources of secondary data and pertinent literature have been published, documented and Internet sources. The field survey has been conducted in Lucknow covering 2078 tourists, 193 urban dwellers and 33 service providers who were randomly identified and surveyed with the help of structured interview schedules. The filled in interview schedules have been checked, edited and processed in computer using statistical packages. The package of policy suggestions has been based on interpretation and analysis of research findings and critical review of pertinent literature.

Chart 2: Research Methodology



CHAPTER 2: REVIEW OF LITERATURE

A number of studies related to tourism development and management has been conducted which depict various dimensions and aspects of tourism growth, development, management and tourism impacts on economy, society and environment. The review of pertinent literature highlights the research gaps literature and data while it also indicated the dark areas of research. The concept of tourism as a phenomenon involves the movement of people within their own country or accesses the national borders. Tourism involves basically three elements (Wahab, 1975), namely man (human element as the creator of the act of tourism), space (the physical element to be necessarily covered by the act itself), and time (the temporal element which is compared by the trip itself and the stay at the destination). Conceptually, tourism is defined as the sum of the phenomenon and relationships arising from the travel and stay of non-residents in so far as they do not lead to permanent residents and are not connected with an earning activity (Burkart & Medlik, 1984).

Tourism has to be regarded as an industry although, strictly in accordance with the classical definition of the term, it is not industry, however, tourism would be regarded as an industry which contributes to its economic and social development and activates many productive sectors. In economic terms, tourism creates a demand or provides a market for a number of quite separate and varied industries (Robinson, 1976). The appellation of the term industry to tourism has been also justified because of the modern approach to the definition of industry as a group of firms producing identical goods, which the consumer regards as being substitutes for one another although they may be physically different (Wahab, 1975). Tourism is one of the new industries that are capable of providing rapid economic growth in income and standards of living. It includes as a complex sector industry in the classical sense of the terms like lodging, transport and handicrafts industries (Tewari, 1994). Lundberg has described tourism as business. He is of the opinion that tourism is the business of the transport, care, feeding and entertainment of the tourists (Lundberg, 1972). Mill and Morison have treated it as system consisting of inter-related parts and expressed the view that tourism is not an industry (Mill Morison, 1985).

The term heritage tourism refers to tourism in the natural, cultural and built-environment of an area providing the tangible links between past, present and future. It has developed as international phenomenon, based on the historical and cultural resources of tourism destinations. Importantly, heritage tourism has to play a vital role in supporting communities in their quest for sustainable development. Heritage tourism encompasses the live and artistic forms of human expression (painting, sculptures, museums, theatre, and folklore) referred to as arts along with historical tourism, ethnic tourism and eco-natural based.

According to Zeppel and Hall (1991), the international tourism industry has of late seen different trends emerge. Heritage and cultural tourism have featured prominently in these developments as the consumer's search for new types of visitor experience focused on the value of cultural heritage. Cultural heritage manifested in monuments, museums, art galleries, historical sites, fairs and festivals, religious places and observations, folk arts and

traditions etc. have been panicle sources of tourist attraction over the centuries. In fact, cultural heritage is continued to be center stage of tourism in terms of tourist motivation, tourist attraction, tourist demand, tourist product and tourism supply (Kamra, 2001). There has been tremendous upsurge in tourist demand for cultural attractions in the recent past. In fact, cultural tourism has emerged as one of the major tourist forms of the 19th century. Tourist demand for various art forms, including architecture painting, classical and folk dances, instrumental and vocal music and even music instruments has shown an ever-growing trend amongst the domestic and international tourist. Interestingly, religious centers, observances and rituals, religion-socio-cultural fairs and festivals have all become significant globally. India is full of socio-cultural tourism resources since century has been abode of Gods, Goddesses, *Rishis*, and other supernatural powers. A number of religious places, centers of historical importance and cultural heritage as well as folk traditions, arts, and crafts attract domestic and even foreign tourists. In fact, India is a country where the diversity and extent of its heritage underpin much of its appeal and fascination as a tourist destination, cultural heritage i.e., language, customs, performing folk and fine arts etc. combines with a diverse historic and artistic heritage. The festivals and fairs associated with castes, communities and other ethnic groups also attract tourists not only for religious importance but also for enjoyment and enormous cultural values.

India is rich of varied monuments, architecture, arts and crafts. Temples, stupas, pillars, caves, places, ruins, *chaityas*, *vihars*, *tombs*, *maqbaras*, etc. are some of the important tourist's interests. Arts, crafts and architecture of early Indian history to modern period have been major attraction for the tourists. The monuments may broadly be divided into four categories: (a) Buddhist; (b) Brahmanical; (c) Indo-Islamic; and (d) Indo-European. The museums, libraries and academics are also great tourism resources. Some of the monuments have been preserved under the programmers of UNESCO. There are four national museums in the country viz. the National Museum, New Delhi, Indian Museum, Kolkata, Satarganj Museum, Hyderabad and Allahabad Museum, Allahabad which are financially supported by the Government of India. The museums of state importance include Mathura Museum, Allahabad Museum, Anand Bhawan, Bharat Kala Mandir in U.P. Princes of Wales Museum, Mumbai, Tamil Nadu State Museum, Chennai are other regional level museums of India. Importantly, National Library, Kolkata is the largest library in India. Other leading libraries are Delhi Public Library, New Delhi, Central Secretariat Library, New Delhi, Council of World Affairs, Delhi, NCAER Library, Delhi, IIPA Library, Delhi, Khuda Baksh Oriental Library, Patna, Raja Library, Rampur (U.P.), Sanskrit University Library, Varanasi, BHU Central Library, Varanasi, etc. The main academics include Lali Kala Academy, Sangeet Natak Academy, National School of Drama, Sahitya Academy etc. Crafts Museum, New Delhi, Rabindra Sadhana, Santi Niketan, Teen Murti House, Delhi, Indira Gandhi Memorial Museum, Delhi, Birla Industrial and Technological Museum, Kolkata etc. are also of great importance. The history of Indian architecture starts from at least 3000 BC with the Indus Civilization. The historical places in forms of monuments, sites, stupa etc. have been great cultural heritage. The stupa of Sanchi and Sarnath are very important for tourists. These stupas were constructed during Maurya and Gupta period. Importantly, temples of South India and North India have great sculpture and art. Some temples were constructed in Gupta,

Chola, Chalukyan, and other historical rulers. These temples have been preserved as cultural heritage. Importantly, Mughal architecture such as Agra Fort, Taj Mahal, Fatehpur Shikari, Humayun Tomb, Qutub Minar, etc. are attracting a number of tourists.

Tourism has been recognized as a major global industry today. The economic potential of tourism is most important since tourism creates jobs, brings in new money, relatively clean, and has minimum startup costs. Tourism also helps in conservation of national heritage, protecting the environment and contributing in improving in the quality of life and wellbeing of local communication. However, it has affected the socio-cultural value system, heritage and local environment. Impact is often used as a pejorative term and it is often assumed that impacts are likely to be negative. However, residents of destinations often want tourists to come and want them very much. They do this because they want their life styles to change. They want jobs, higher incomes, increased tax revenues and better opportunities for their children the benefits may be largely economic and may sometimes be illusory, and there may be adverse consequences, often of an environmental or socio-cultural nature, associated with acquiring the benefits (Geoffrey Wall, 1997). Importantly, the impacts of tourism can be viewed as arising from the type or types of tourism involved the characteristics of the communities in which tourism is taking place and the nature of resident visitor encounters. Furthermore, investigations of tourism cycles suggest that impacts in a destination area are likely to change with time as the nature of tourists, the community and resident - visitor interactions also change (Butlar, 1980). Moreover, much change associated with tourism may be cumulative as a number of small enterprises are developed in sequences in close proximity, each having a minor impact when viewed alone, but together having far-reaching consequences. Cumulative impact assessment is a challenging topic which is beginning to attract the attention of those charged with conducting and evaluating impact assessments, although, it has yet to receive much recognition in the tourism literature (Shoemaker, 1994). While environmental impact assessments for specific tourism developments such as resorts and marines have an important place. Thus, in addition to impact assessment, monitoring of change may be required and mitigation strategies may be required to reduce the magnitude of environmental consequences (Nelson et.al., 1993).

Tourism provides immense scope for interactions leading to social change, while large number of tourists in concentration way create congestion and causes local services to be overloaded in one destination, their presence may also spur the provision of services that were previously unavailable to local people. Tourism tends to rise in prostitution, drug addiction, alcoholism, loot, robbery and may create problems for maintaining law and order. Importantly, tourism has aided the spread of aspects of different cultures to the generating regions. The key aspects of socio-cultural change associated with tourism destination development relate to local quality of life and sense of place. Social impacts differ from economic issues for obvious reasons, but also because they tend to have a more personal interpretation, take longer to appear are much more difficult to measure. Socio-cultural change can be both real and perceive, and often tourism is but one of many factors which can be linked to this change. Social impacts develop through strength forward direct-indirect or secondary association (Godfrey and Clarke, 2000). Tourism demand has increased significantly in the recent past. There has been a dramatic expansion of domestic tourism also in many developed countries (Christopher & Holloway, 1998). There are many factors

which have contributed to the increase in the demand for tourism. Population growth, rising standards of living, more leisure time and greater discretionary spending have boosted the numbers of travelers. Both the public and private sectors of economy have fostered this demand and encouraged the expansion of the tourist industry. The technological development in transport, telecommunication, and media have brought down the relative cost of travel and encouraged travel. However, tourism demand is characterized by three important factors viz. (i) elasticity; (ii) sensitivity and (iii) seasonality. Tourism is also affected by internal and external environment. Terrorism, violence, political instability, insecurity, poor health and physical infrastructure, etc. severely affects the tourism growth. However, tourism demand is highly dynamic in nature.

Social impacts of tourism may arise from at least four different situations (Brown, 2000 (1) As residents are faced with unaccustomed behavior and demands from tourists; (2) As residents become involved in changing patterns of employment created by the tourism economy; (3) As visitors find themselves spatially distanced from their homes, in the midst of quite different ways of life; (4) As residents and tourists interact, both within and outside the context of the tourism industry. Tourism provides immense scope for interactions leading to social change, while large number of tourists in concentration way create congestion and cause local services to be overloaded in one destination, their presence may also spur the provision of services that were previously unavailable to local people. Tourism tends to rise in prostitution, drug addiction, alcoholism, loot, robbery and may create problems for maintaining law and order. Importantly, tourism has aided the spread of aspects of different cultures to the generating regions.

The key aspects of socio-cultural change associated with tourism destination development relate to local quality of life and sense of place. Social impacts differ from economic issues for obvious reasons, but also because they tend to have a more personal interpretation, take longer to appear are much more difficult to measure.

Socio-cultural change can be both real and perceive, and often tourism is but one of many factors which can be linked to this change. Social impacts develop through strength forward direct-indirect or secondary association (Godfrey and Clarke, 2000).

Tourism as an industry has ushered into a new area of expansion and importance. The significance of tourism has been well recognized in both the developed and developing countries. In fact, tourism has enormous potential of employment generation and poverty alleviation. Tourism has also changed the landscape and nature-based tourist destinations have emerged as most potential alternative forms of tourism. The recent policy changes will help in realizing the full potential of India in tourism growth; however, it faces numerous new challenges and a lot of competition both from within and outside of the country. Tourism has emerged as one of the most important areas in the planning process of different countries. For a number of countries, it is one of the major sources of foreign exchange earnings. However, India's entry to this sector has been quite late. Its share is less than 0.4 per cent in world tourists' traffic, though India has large potential of tourism (cultural, heritage, ecological and other form of tourism). Tourism has also emerged as one of the lucrative

businesses in India. Globalization has shown the path of tourism development and promotion in the new millennium. Importantly, new tourism policy of India has envisaged strategic planning, management and development of the tourism sector in India.

There is paucity of literature, empirical research findings and data on economic impacts of tourism in India and particularly in the state of Uttar Pradesh. There is lack of data, empirical research findings and literature on impacts of tourism in Lucknow city. Thus, the present study purports to review the development of tourism and examining its economic impacts. The study is expected to be of paramount importance in policy implications and operational viewpoints for management of tourism and addressing the negative factors of tourism as well as augmenting tourism resources to strengthen the economy.

2.1: Research Gap

Upon detailed analysis and review of available literature, it was concluded that the following aspects of Cultural Tourism have been already included in the previous studies:

- i.** Development of Cultural Tourism as a field of research over the past decade, identifying major trends and research areas.
- ii.** Cultural Tourism is one of the largest and fastest growing segments of global tourism.
- iii.** Deals with interconnections between cultural participation.
- iv.** Cultural Tourism is growing as one of the major branches of tourism sector.
- v.** The perspective of culture and its impact on the tourism industry of the host country.
- vi.** Analysis of the value of culture as a product for the Cultural Tourism industry and the precautions that should be observed to guarantee the safety and security of its consumers.
- vii.** Study on Heritage Tourism in Lucknow which mainly concentrated on present position and conditions, supports given by Government and Non –Governmental agencies, commercial viability, specific problems etc., related to heritage tourism.
- viii.** Cultural Tourism includes tourism in urban areas, particularly the cities and their cultural facilities such as the traditions of indigenous cultural communities (i.e., festivals, rituals), and their values and lifestyle
- ix.** The role and positions of Cultural Tourism, as one of modern tourism industry ‘s most dynamically developing branch, in today ‘s global tourism market both from the theoretical and the practical point of view.

- x. Some degree of context for the concept of Cultural Tourism which explored the ways in which culture(s) was/were mobilized for tourists and read by tourists within particular settings

From the above it can be seen that no sufficient studies have been under taken with respect to the Importance of Cultural Tourism in the core area of Chowk, Lucknow. The real issues, challenges and problems of Cultural Tourism activities in Lucknow were not studied till now. Further the opportunities, the possibilities and the future prospects of Cultural Tourism in Lucknow has never been an area of research studies. Hence, there is wider scope for this type of research on Cultural Tourism in Lucknow. Thus, it is with a clearcut objective of filling this research gap that the topic Importance of Cultural Tourism in core area of Chowk, Lucknow is attempted.

2.2: Conclusion

This Chapter has presented various studies made on General Tourism and Cultural Tourism. This chapter helped to know the problems, methodology and the findings of the studies. It has given specific hints to design the present study. It also identified the gaps in such studies so that the present study was devised to fill the research gap.

CHAPTER 3: CASE STUDIES

3.1: A Case of Cultural Tourism in Gujarat

A 3500-year-old heritage, diverse natural, cultural and geographical history, the vibrant state of Gujarat occupies 6% of India's geographical area, making it the 5th largest Indian state. Strategic location, longest coastline, wildlife sanctuaries, natural grandeur and globally recognized heritage sites are gifts of Gujarat. Centuries old sculpture, handicrafts, arts, and festivals make the state culturally rich. Not only this, Gujarat is at the forefront on various aspects of tourism such as:

- i. World's tallest statue-Statue of Unity (Kevadia).
- ii. World's only home for Asiatic lions-Girforest.
- iii. Asia's longest ropeway-Girnar ropeway.
- iv. India first World Heritage City by UNESCO-Ahmedabad city.
- v. World's earliest known dock and India's first port city-Lothal.
- vi. Home to one of the India's exemplary cities planning model of Indus Valley Civilization Dholavira.
- vii. Home to one of the Blue Flag Certification beaches in India-Shivrajpur beach (Dwarka).
- viii. India's first seaplane service-Sabarmati Riverfront in Ahmedabad to Statue of Unity in Kevadia.

Such diversification and richness on many fronts have helped Gujarat achieve an immense growth in the total tourist footfall. In the span of 9 years (2009-2018), it has grown at 15% CAGR, surpassing India's total tourist footfall growth at 12%. Gujarat ranked 9th in terms of domestic tourists and 12th in terms of FTAs in India in 2018. Gujarat is divided into different hubs from tourism point of view –Ahmedabad Metro–Ahmedabad Rural (North Gujarat) –Rajkot–Junagadh (Saurashtra) –Jamnagar (Saurashtra) –Bhuj (Kutch) –Vadodara –Surat –Valsad.



Figure 1: Map of Gujarat

Presently a day tourism industry is getting to be plainly one of the vital economic sectors, which affects the development and improvement of a large number of the parts of the world. Tourism gives an attractive item, which does not rely upon crude materials from outside. This paper features the changing measurements of tourism industry in Gujarat. The Hospitality, the establishment on which the structure of Gujarat tourism constructed, is indigenous to Gujarat. The changing situation from hospitality to leisure, recreation, nature-based ecotourism, environmental, sports etc. and so on are the significant highlights, that makes Gujarat is one of the essential goals among different conditions of India outstandingly Rajasthan and Madhya Pradesh. Generally, the Gujarat stayed a standout amongst the most critical visitor goals among the waterfront district of India. From Gujarat consistently an immense number of travelers visit different corners of the world, however its quality to be have isn't yet been completely used because of the absence of data interstate. Gujarat a mosaic of landforms with different alleviation highlights shifting in ages beginning from pre-Cambrian to later is a one-of-a-kind scene enriched with. It offers colorful experience to its travelers packed with pleasant surprises, endowed with forest & deserts, hills & plains, seas & lakes, tribal hinterlands & special interest destination with a strong rail, roads, & air networks. In this research study researcher concentrate on the visitor information, vacationer went by Gujarat most recent accessible 10 years to see advancement of tourism industry of Gujarat.

'Banni' in Kutch, Khambhat, Junagadh etc. are known for their craftsmanship. Similarly, there are hundreds of fairs that are celebrated throughout the year with enthusiasm. Tarnetar fair in Surendranagar District, Chitra-Vichitra fair at Poshina in Sabarkantha District, Kanwat fair at Chhota Udepur District, Dang-Darbar in Dang, Bhavnath fair of Junagadh etc. have immense tourism value. By developing accommodation, transport and other facilities these fairs and festivals will be promoted nationally and internationally. The places of 85 importance from art and craft point of view will be included in the tourist circuits and necessary facilities provided to tourists.

3.1.1: Branding Initiatives

Gujarat Tourism Grows 17%, Even 7 Years After Campaign The 'Khushboo Gujarat Ki' battle is well past its prime. Amitabh Bachchan's appearance in the campaign, which initially went on air in 2010, had given a jolt to Gujarat's tourism segment at that point. However, the state still figures out how to clutch amazing development rates in vacationer footfalls. On a much-broadened base, it has finished a 16.94 for every penny development in vacationer entries in FY17 over the earlier year.

Gujarat's traveler inflow developed from 38.3 million in FY16 to 44.8 million in FY17. Traveler inflow from other Indian states grew 22 for each penny. Business remained the overwhelming motivation behind visit, at 55 for each penny of vacationer inflow, trailed by otherworldly sightseers at 36 for each penny. As per information gathered from the Gujarat Industrial and Technical Consultancy Organization (Gitco), which deals with the Tourist

Flow Information System for the Tourism Corporation of Gujarat Ltd, the development in visitor inflow was 263 for each penny contrasted with 2006-07.

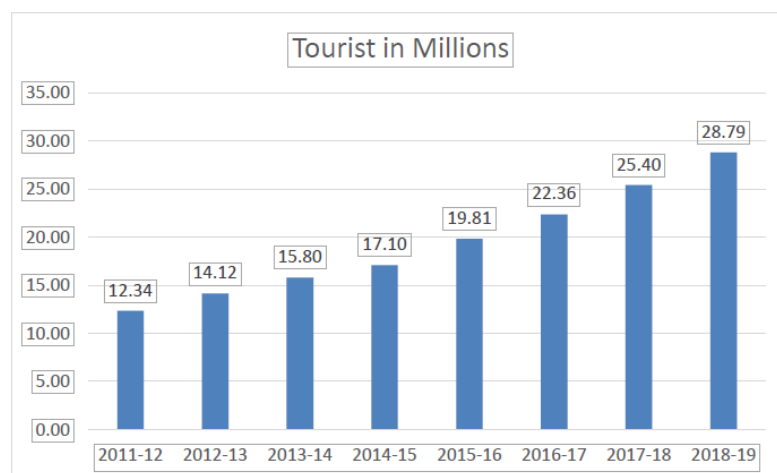
The intensified yearly development rate (CAGR) of visitor inflow amid a five-year time span amongst FY07 and FY12 was 12.62 for every penny, while the CAGR of vacationer inflow amid the previous five-year time frame between| FY12 and FY17is 14.91 for each penny, denoting a change.

R M Patel, chief consultant, Gitco, featured tourist inflow from other Indian states ascended from 9.39 million in FY16 to 11.4 million in FY17. Amid the year, 519,000 non-inhabitant Indians (NRIs) and 405,000 outsiders went by Gujarat also. Recreation vacationer inflow expanded from 2.5 million in FY16 to 3.1 million in FY17. Profound vacationers' footfalls have grown 24.6 for each penny while business visitor entries have grown 14.7 for every penny. Patel stated, together, these two portions (otherworldly and business sightseers), made up 91 for each penny of the tourists coming to Gujarat.

3.1.2: Tourist Flow in Gujarat

Gujarat boasts over 3500 years of history, natural and cultural delights, beaches, fairs and festivals, temples, holy sites coupled with warmth of its people

Chart 3: Tourist inflow in Gujarat (in millions)



Source: www.gujarattourism.com



Figure 2: Images of Gujarat Cultures and Traditions

3.1.3: Gujarat Tourism Hub

Gujarat is divided into different hubs from tourism point of view. These hubs are well equipped with modern infrastructure, facilities and services in the areas of commerce, communication, connectivity, hospitality, transportation, medical facilities, etc.

- Ahmedabad Metro
- Ahmedabad Rural (North Gujarat)
- Rajkot
- Junagadh (Saurashtra)
- Jamnagar (Saurashtra)
- Bhuj (Kutch)
- Vadodara
- Surat
- Valsad



Figure 3: Gujarat Tourism Hub

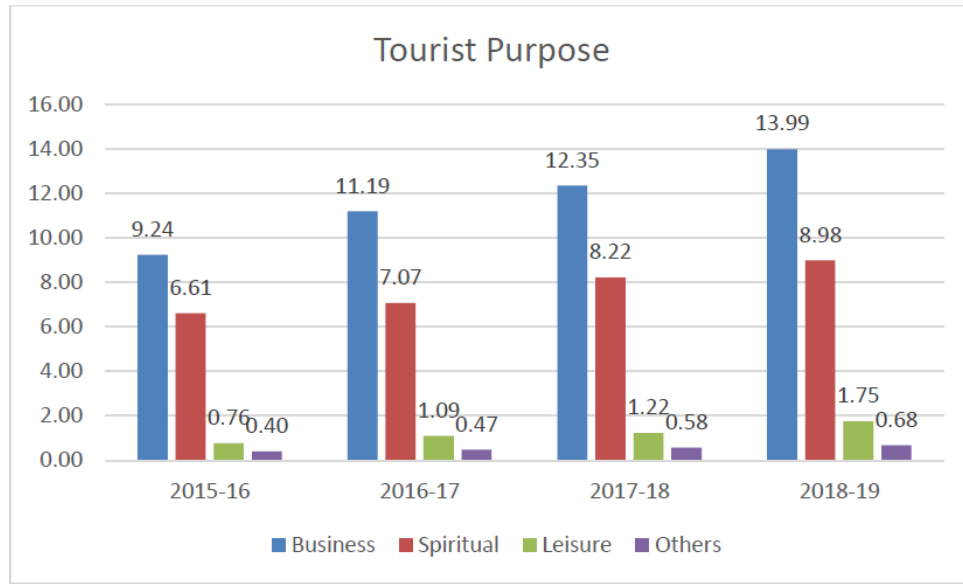
3.1.4: Tourist flow- Purpose

Top-draw destinations- Ahmedabad, Ambaji, Dwarka, Surat and Vadodara These destinations account for over 40% of gross tourist flow

Table 2: Tourist Flow- Purpose

PURPOSE	2015-16	2016-17	2017-18	2018-19
Business	9.24	11.19	12.35	13.99
Spiritual	6.61	7.07	8.22	8.98
Leisure	0.76	1.09	1.22	1.75
Others	0.40	0.47	0.58	0.68

Chart 4: Tourist Flow- Purpose



Source: GITCO

3.1.5 Gujarat Tourism Awards and Appreciations

Table 3: Awards and Appreciations

2012 – 13	National Tourism Award by the Govt. Of India – 3 rd position in the category ‘Best State Award for Comprehensive Development of Tourism’.
2011 – 12	National Tourism Award by the Govt. Of India – Best Tourism Film – ‘Khushboo Gujarat Ki’.
2011 – 12	National Tourism Award by the Govt. Of India – Best usage of information technology.
2011 – 12	National Tourism Award by the Govt. Of India – 3 rd position in the category ‘Best State Award for Comprehensive Development of Tourism’.
2011–12	National Tourism Award by the Govt. Of India – 3 rd position in the category ‘Best State Award for Comprehensive Development of Tourism’

3.2: A Case of Cultural Tourism in Kerala

Kerala, the greenest state, is on the southernmost tip of India is blessed with excellent tropical weather and networked by 44 rivers, 34 lakes, canals, ponds, paddy fields that have made it popularly known as the ‘Gods Own Country’ in the tourism circles. This lush green strip of land lying between the Arabian Sea and the steep Western Ghats has an area of about 38,863sq.km and is inhabited by about 33.39 million people as per Census – 2011. Kerala has always been leading among the states in different human development indicators like highest literacy, life expectancy and lowest child mortality.

3.2.1: Population Parameters

Table 4: Demographic Profile of Kerala

Total Population (Census-2011): 33.41 million
Male Population: 16.03 million
Female Population: 17.38 million
Density of population: 860 per sq. km
Share of Kerala in the total Population: 2.76 %
Sex Ratio: 1084 women for 1000 men
Literacy Rate: 94 %
Male Literacy Rate: 96 %
Female Literacy Rate: 92 %
Regional Language: Malayalam



Figure 4: Cultural Tourism in Kerala

3.2.2: Kerala Tourist Statistics 2019

Table 5: Kerala Tourism Statistics

Foreign	
No. of Foreign Tourists in 2019	- 1189771
No. of Foreign Tourists in 2018	- 1096407
% Variation over Previous year	- 8.52 %
Foreign Exchange Earnings 2019	- `10271.06crores
Foreign Exchange Earnings 2018	- `8764.46crores
% Variation over Previous year	- 17.19%
Domestic	
No. of Domestic Tourists in 2019	- 18384233
No. of Domestic Tourists in 2018	- 15604661
% Variation over Previous year	- 17.81 %
Total revenue generated 2019 (Direct and Indirect)	- `45010.69 Crores
Total revenue generated (Direct and Indirect)2018	- `36258.01Crores
% Variation over Previous year	- 24.14%

Source: www.keralatourism.org

Kerala Tourism is having a global presence and with its clear strategy for growth sheer marketing activities, it has gained a lot of tourists from all over the world, especially from UK, USA, France, Germany, Saudi Arabia and Australia. Kerala Tourism is to position itself as a global destination for tourism which is based on the advantage of the local resources, thereby attracting investment and resulting into sustainable development for the people of Kerala. An equable climate, a long shoreline with serene beaches, tranquil stretches of emerald backwaters, lush hill stations and exotic wildlife, waterfalls, sprawling plantations and paddy fields, enchanting art forms, magical festivals, historic and cultural monuments, exotic cuisine, all of which makes Kerala a unique experience. Kerala has been well known for hundreds of years for its practice of Ayurveda. Ayurveda is the traditional health science of India. The word “Ayurveda” means science of life which explains the knowledge of various guidelines to be followed to keep one healthy. In Kerala Ayurveda is not just a healthcare system but it is a part and parcel of every aspect of life, in fact it is a lifestyle in Kerala so to speak. Travelers from the western world have been travelling here for spiritual and physical awakenings ever since the Beatles made their sojourn to India in the mid-1960s. Ayurveda is popular in UK, France, Spain, Italy, Germany and few Gulf countries like Saudi Arabia and UAE. The growth rate of tourists flocking for Ayurveda is increasing every year. The backwaters of Kerala are a unique product of state and is found nowhere else in the world. Backwaters are a network of lakes, canals and estuaries and deltas of forty-four rivers that drain into the Arabian sea. The backwaters of Kerala are a self-supporting eco-system teeming with aquatic life. The canals connect the villages together and are still used for local

transport. The Kerala Backwaters offer a spectacular opportunity to see Kerala and are easily traversed by boat.

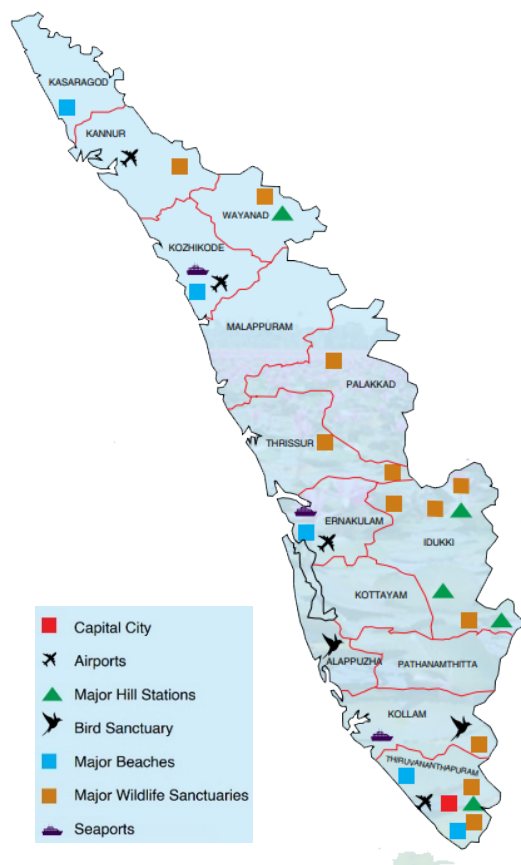
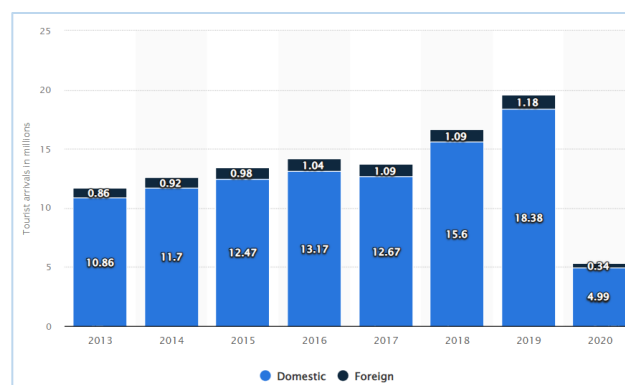


Figure 5: Map of Kerala

Chart 5: Foreign and Domestic Tourist Arrivals Across Kerala (In Millions)



Source: www.keralatourism.org



3.2.3: Cultural Initiatives 2019-2020

- **Onam celebration 2019** was celebrated from September 10 to 16 (a week long celebration). Programmes were arranged all over Kerala with great people participation
- Joint Initiative with Cultural Department to promote traditional arts and festivals
- **Nishagandhi festival:** The only event of its kind that captures the spirit of the season. It is held at the sprawling Kanakakkunnu palace grounds during January every year. In last year the festival include a, dance festival and Kathakali fest on 7 days from January 20 to January 26 .
- **Nishagandhi Monsoon Ragolsavam:** It is the musical fest including instrumental, carnatic, contemporary fusion type held at Nishagandhi Auditorium during July 20 to 24 2019.
- **UTSAVAM** - the Kerala Arts festival for the promotion of local cultural programmes conducted on January for a period of 6 days in 28 selected venues all over Kerala.

3.2.4: Supporting Organizations

i. District Tourism Promotion Councils (DTPCs)

District Tourism Promotion Councils in all the fourteen districts of Kerala provide assistance to travelers. DTPC is an ideal source of specific local information like the easiest route to a destination, exact date of a festival or the specialty of a destination or an event in the district. A majority of the DTPCs hold conducted tours. The District Tourism Promotion Councils have undertaken the responsibility of creating and marketing local tourism products and opportunities. They are constantly improving the quality standards of these tourism products and services. The DTPCs also monitor and supervise the levels of sanitation in tourist destinations. Other related activities of the DTPCs are the creation of awareness of the facilities and services in their specific area development of tourism clubs, dissemination of tourism specific information, promotion of home stay and development of local basic infrastructure like boat jetties, tourist facilitation centers, pay and use toilets, parks and development of unknown destinations.

ii. Kerala Tourism Development Corporation (KTDC)

The Kerala Tourism Development Corporation (KTDC) is a public sector undertaking that conducts and regulates the tourism activities in the state of Kerala. The KTDC is headquartered at Thiruvananthapuram and has offices across all the districts of Kerala. The agency also operates hotels, resorts, and tourist rest houses in key locations in the state. Its official slogan is “Official host to God’s own country.” It is one of the most profitable ventures of the Kerala government.

iii. Kerala Tourism Infrastructure Limited (KTIL)

KTIL formerly known as Tourist Resort (Kerala) Ltd is the agency meant for joint venture projects. Presently there are 3 hotels at Vakala, Kumarakom, and Ernakulum as joint venture with TAJ group. Investment development for tourism sector, facilitating Investors Meet and acting as consultancy cell for tourism development are other major activities of the company. Apart from that KTIL also undertakes development of innovative tourism products, facilitatory services and investment promotion for tourism projects, project formulation and coordination of major projects recommended by tourism department etc.

iv. Kerala Institute of Tourism and Travel Studies (KITTS)

Kerala Institute of Tourism and Travel Studies (KITTS), an Affiliate Member of United Nations World Tourism Organization (UNWTO), established in the year of 1988, imparts quality education and training in the field of Travel and Tourism and caters to the manpower requirements of tourism industry by offering various courses directly benefiting the industry. Besides its headquarters at Thiruvananthapuram, it has study centers at Ernakulam, Malayattor and Thalasseri and a satellite center at Thrissur. The MBA (Travel and Tourism), BBA (Tourism Management) and B. Com (Travel and Tourism) courses of the institute is affiliated to University of Kerala. In addition to this, the institute offers short term industry demand driven courses and undertakes extension activities like training,

capacity building programmers, and research and consultancy on various aspects of tourism development. KITTS also publishes the research journal Indian Journal of Tourism and Hospitality Management, which is approved by University of Kerala.

3.2.5: Kerala Tourism Awards 2019 – 2020

In recent years the Kerala Tourism has received several awards and citations for their tourism related activities. These awards are the direct result of the concerted efforts of both the public and s tourism industry to a world class level.

- i. Das Goldene Stadttor award for human by nature print campaign 2020
- ii. Das Goldene Stadttor award for human by nature Film 2020.
- iii. UNWTO accessible tourism destination award 2019
- iv. Asia spa India awards 2019 – best wellness destination.
- v. Pata gold awards for travel advertisement broadcast media –come out and play tv campaign,2019
- vi. Pata gold award for website- 2019
- vii. Pata gold awards for women empowerment initiative – ethnic restaurant at kumarakom, 2019
- viii. Digis 2019 digital award video campapagin for Kerala tales – gold
- ix. Mcube 2019 award – video campaign for Kerala tailes – special mention

3.3: A Case of Cultural Tourism in West Bengal

West Bengal is stretching for about 300 miles from the Himalayas to the Bay of Bengal. West Bengal's geography is as diversified as its culture. Through West Bengal runs the tropic of cancer. West Bengal is surrounded by the three international frontiers in the north, namely, Bhutan, Nepal and Bangladesh. On its northeast lies the green valley of Assam. On the east lies Bangladesh. Bihar lies on the western side. To the southwest, lies Orissa, the state with, its golden beaches, and the Bay of Bengal lies to the south of West Bengal.

West Bengal is one of the first destinations in a tourist's itinerary visiting the eastern part of the country. Calcutta (Kolkata), the capital of the state, is the proud intellectual capital of the country. The city has made outstanding contribution to the country in the fields of art, science, medicine, social reform and literature. The city retains some of the most striking colonial buildings of the country. It used to be the capital of the British East India Company and the evidence of the British colonization continues in the city even today. The Victoria Memorial is a majestic house constructed in the memory of Queen Victoria. This building houses a number of rare specimens of the historical preserves of the land. Moreover, the manuscripts, the paintings and the sculptures here are outstanding. Howrah Bridge is yet another landmark that denotes this city of joy. This hanging bridge is an architectural marvel of the country. The second largest planetarium in Asia, the Birla Planetarium, is another site that attracts attention of all, regardless of their age.

3.3.1: Population Parameters

Table 6: Demographic Profile of West Bengal

Particulars	Description
Area	88,752 sq. km
Population	101.4 million
Capital	Kolkata
Districts	19
Literacy	77.08%

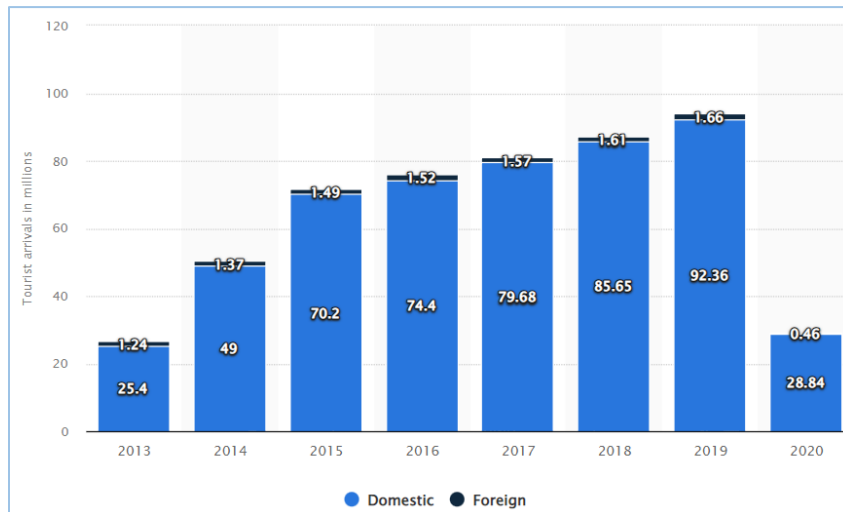


Figure 6: Cultural Tourism in West Bengal

3.3.2: West Bengal Tourist Statistics

Following are the domestic and foreign tourist visit to West Bengal. In the following table we can observe that with increasing years, the number of tourists domestic as well as foreign, are increased.

Chart 6: Foreign and Domestic Tourist Arrivals Across West Bengal



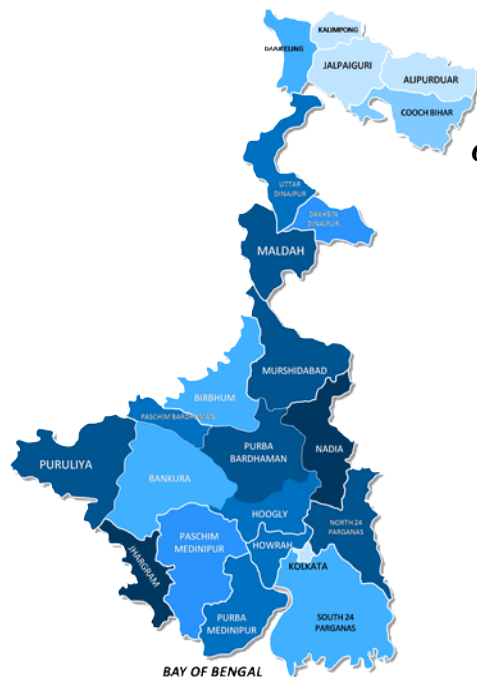
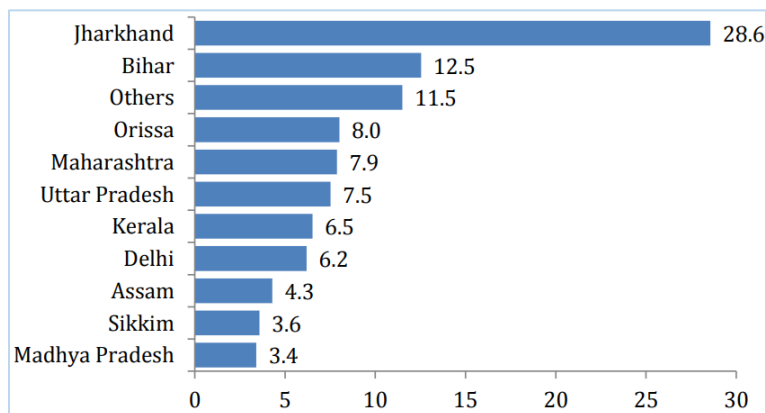


Chart 7: Percent Distribution of Trips to West Bengal by States of Origin



Source: www.wbtdcl.com

Cultural Heritage Tourism means any form of tourism that showcases the present and past lifestyle, art, culture and heritage of the people associated with the concerned location (Hawkes & Kwortnik, 2006). Cultural Heritage Tourism in West Bengal aims to recognize the importance of the cultural heritage products for continuity of culture and the balance within cultures. It generates local employment and business both directly and indirectly in the tourism sector and in various support and resource management sectors. The tourism sector is considered as an important vehicle for socio economic development of the concerned communities. The tourism sector stimulates improvements to local transportation, communication and other basic community infrastructures of West Bengal. This state is one of the important destination states in India for cultural heritage tourism for domestic and international tourists alike. Almost all districts of this state are replete with heritage products. This paper provides a theoretical framework for cultural heritage tourism development in West Bengal and their associated issues and concerns. The main objective of this research is to promote West Bengal as a preferred destination for visitors and provide the business of cultural heritage tourism with the desired opportunities that have every potential to improve the economy of the concerned d thereby generate revenue for the State as well. The success of cultural heritage to pends on sustainable use and conservation of vital resources.



3.3.3: West Bengal: The Attractive Destination in India

West Bengal, commonly known as Bengal, is a state located in the eastern part of India. Spreading over an area of 88,752 sq. km. (34,267 sq. mi.), the state capital is the metropolitan city, Kolkata. As per the report published by the Census of India on 31st March 2011, the state of West Bengal shows a total population of 91,347,736. This contributes to 7.55 % of the country's total population. West Bengal has the widest variety of attractions in terms of tourism from the capital Kolkata being a mega polis with its cultural heritage, historical and modern charms extending to the zones of tranquility like the Himalayan terrain in the far north and the white snow-capped peaks of the Himalayas itself, to the Mangrove Forest of Sundarban in the far south, not to forget, Darjeeling, remarked famously by many as the 'Queen of Hill Stations' in India. The Darjeeling Himalayan Railway has been declared by the UNESCO as a World Heritage Site. The vast tea estates of the Dooars and the famous Royal Bengal tiger of Sundarban are amongst the innumerable landmarks and historical assets of India that forms West Bengal's glorious history, enticing prospective domestic and international tourists. Bengal undoubtedly is one of the most culturally and ethnically diverse states of the country. This state boasts of different ethnicities, culture and heritage, religions, peop languages which add to this beautiful landscape. In the year 2015, total 80,27,133 foreign tourists arrived in India, out of which 14,89,500 visited West Bengal. The number of Foreign Tourist Arrivals in India is 7.68 million and annual growth rate is 10.20 percent. Foreign earning from tourism in INR terms is 123,320 crores and in terms of US \$ is 20.24 billion and annual growth rate is 14.5 percent.

Table 7: Some of the cultural heritage Destinations

Cultural Heritage Destinations	District	Tourism Attraction (s)
Santiniketan	Birbhum	Famous for Visva-Bharati of Rabindranath Tagore
Tarapith	Birbhum	Tarama Mandir
Murshidabad	Murshidabad	Hazar Duari, History of Siraj-Ud-Dolla
Palassy	Murshidabad	Palashi Battle Field
Gaur	Malda	Dakhil Darwaja, Firoz Minar, Kadam Rasul Mosque
Bandel	Hooghly	Bandel Church
Hooghly	Hooghly	Hooghly Imam Bara
Tarakeswar	Hooghly	Tarakeswar Mandir
Kamarpukur	Hooghly	Birth Place of Ram Krishna
Burdwan	Burdwan	PirBaharam, Sarbamangla Temple, Tomb of Sheer Afghan
Nabadwip	Nadia	Sonar Gouranga Temple Sri Chaitanya Saraswat Math
Mayapur	Nadia	Iskan Temple
Bishnupur	Bankura	Terracotta art in various Temples
Sunderbans	24 Paragonas(S)	Sunderban National Park

Source: Department of Tourism, Government of West Bengal

3.3.4: Heritage Tourism Products in West Bengal

Most of the districts of West Bengal are replete with enormous attractions of its cultural heritage, some of which enjoy both national and global fame (Boniface & Fowler, 1993). Kolkata is the capital city of West Bengal and is truly a place of talent, joy and passion.

i. Architecture and Monumental Heritage

There are many Monuments in West Bengal which are unique and excellent in their cultural history and importance. Kolkata, the capital of West Bengal, was founded by the British colonizers and has a history of around 400 years. There are but a few famous historical monuments in this state which belong to the pre-British period. The British constructed many archaeological structures and buildings for developmental purposes of the state and the country. Some of the prominent monuments and structures of the British period are Rabindra Setu (Howrah Bridge), Victoria Memorial Hall, Raj Bhavan, Writers' Building BBD Bag, Sahid Minar, etc. Besides these, a few other monumental heritages of the state are Indian Museum, Gandhi Ghat, Hooghly Imambara, Museum at Barrackpur, The Christ Church, Jalpaiguri Rajbari and Darjeeling Town Hall, residence of Sarat Chandra Chattop and various terracotta temples all over the state.

ii. Religious Heritage

West Bengal is a secular state and is tolerant of religions like Hinduism, Islam, Christianity and Sikhism, amongst many others. Every religious community has made their religious centres and places of worship viz. temples (mandir), mosques (masjid), churches (girja), gurudwaras. They have stood witness to the intensity of religious passion of people in the state spanning over a substantial period of time. These religious centres are visited by pilgrims and all types of tourists. The tourists visit these religious centres to enjoy and experience the beauty of their architectural splendour. Mayapur in Nadia district of this state is undoubtedly the most important destination for all tourists and worshippers of Lord Krishna, where the world headquarters of International Society for Krishna Consciousness is situated. Few other famous destinations of this state are- Dakshineswar Temple, Chandannagar church, Kamarpukur, Belur Math, Kalighat, Bandel church, Tarapith, Pathar Chapuri, Tarakeswar, 108 Shiv Temple and Sarbamangala Mandir of Burdwan, etc.

iii. Natural Heritage

The Sundarbans (part) is famous for the world's largest mangrove forest which is located in southern part of West Bengal. West Bengal has 3.26% of its geographical area which is under protected areas with the wildlife sanctuaries and national parks such as Sundarbans National Park, Buxa Tiger Reserve, Gorumara National Park etc. Various types of migratory birds come from other countries or states come to this state mainly during the winter season. The Sundarban is a world-famous reserve project conserving the endangered Bengal tiger. The Sundarban is also famous for the

protecting other endangered animals like the Gangetic dolphin, the river terrapin and the estuarine crocodile etc. There are a few other natural heritage places like the Hooghly River and the Ganga Heritage River cruise etc.

iv. Traditional Arts and Crafts

West Bengal is the place of modern and fine arts. Abanindranath Tagore had started the famous Bengal School of Art which was to create styles of art outside the European realist tradition that was taught in art colleges under the colonial administration of the British Government. The movement had many adherents like Ramkinkar Baij, Jamini Roy, Rabindranath Tagore and Gaganendranath Tagore. After the Independence of India, some important groups like the Calcutta Group and the Society of Contemporary Artists were formed in the undivided Bengal which dominated the art scenario all over India. Some more famous art galleries like: the Academy of Fine Arts, Centre for International Modern Art, the Birla Academy of Art and Culture, Ashutosh Museums of modern art etc. Some famous handicrafts are also available in various districts of the state, like - painting, embroidery and kantha stitch, terracotta artefacts and masks, wood carvings, cane & bamboo items, inlaying, engraving, dhokra, etc.

v. Music and Dance

Famous Rabindra Sangeet, Nazrul Geeti and some folk songs of various districts like: Baul, Bhatiali, Kirtan, Bhawaya, Gajan etc. Rabindra nittya (performance of dance with Rabindra sangeet) and world-famous Chau dance of Purulia district. Since the early 1990s, there has been an emergence of new genres of music, such as those based on realism, called the bengali 'jeebon mukhi gaan' performed by artists like Kabir Suman, Nachiketa, Anjan Dutta and rock bands such as Bhoomi, Chandrabindoo, Cactus, Fossils etc.

vi. Festivals

There is a very popular saying in Bengali "baro mase tero parban" that translates to: thirteen (or many) festivals in twelve months (a year). West Bengal is a land of festivals. Throughout the year many festivals or 'parban' are celebrated in this state. Some examples of the main festivals of West Bengal are Durga Puja, Charak Puja, Nabanno, Lakshmi Puja, Kali Puja, Nabobarsho (Bengali New year), Kenduli Mela of Joydeb, Rathayatra, Janmasthami, ti Puja, Dolyatra, Shivaratri, Paush Parban etc.

CHAPTER 4: EVOLUTION OF TOURISM IN UTTAR PRADESH

The tourism industry has emerged as one of the biggest foreign exchange earners for our country. It has a great significance because of its impact on economy, environment and society. It provides direct and indirect employment opportunities as well as infrastructural facilities, which form a base and stimulus for diversification of the economy and for the development of other industries (Chacko, 2002). Tourism is an important development activity, which acts as a catalyst for overall socio-economic development. There are variety of ways in which one can look at tourism and socio-economic development. The development of the tourist product is inextricably linked to the contribution that tourism development can make to general economic development. Importantly, tourism process starts when a few tourists discover new destination. Public and private sectors also play an important role in tourist activities (Chacko, 2002).

Tourism can be thoroughly perceived by making out the happenings and occurrences and studying changes in tie-up between prime elements of the destination system over the years which worked round to present day position. Such an understanding is of interest to policy makers generally interested in resolving opposing concerns in an agreeing and dynamic enterprising framework acknowledging tourism as one component of the several social and economic activities in an area. Pearce (1980) identifies the factors helpful in providing a comprehension of a tourist destination in its historical context for a specific area or region (Health and Wall, 1992): (i) the factors instrumental in the initiation of tourism to the destination; (ii) the order of happenings in tourism development; (iii) the reasons for happenings of occurrences in that order; (iv) beneficiaries of tourist activity; (v) an untimely and premature identification of negative effects; (vi) the affected interested groups bringing world about these. Tourism development in an area can be the outcome of a number of factors, direct and indirect, public as well as economic in terms of irresistible demands -- government's/ economy's requirement of foreign exchange, or local's demand for job owning to falling off of traditional local employment base namely, manufacturing and extractive sectors or need for increased traffic to provide for the enhanced capacity resulting from the extension of an airport or a hotel accommodation. The different reasons assigned for development of tourism in national and regional plans can be categorized and listed as under (TCS, 1999).

4.1: Tourism Circuit in Uttar Pradesh

Uttar Pradesh is blessed with a large number of attractions. These attractions can be categorized into: (1) Religious Sites (Hindu, Islamic, Buddhism, Jain & Christian), (2) Historical / Heritage Sites (3) Nature/ Scenic, Wildlife related. Furthermore, the tourism locations have been divided into five geographical/ cultural belts in the state for analytical convenience, namely: (1) Western UP: Agra, Mathura, Meerut, Bareilly etc., (2) South Western UP (Bundelkhand): Jhansi, Mahoba, Deogarh, Banda etc., (3) Central UP (Awadh):

Lucknow, Kanpur, Faizabad, Lakhimpur etc., (4) Eastern UP: Gorakhpur, Basti etc., (5) South East UP: Varanasi, Allahabad, Mirzapur etc. Tourism circuits of Uttar Pradesh.



Figure 7: Cultural Tourism in Uttar Pradesh

With the growth of the online travel industry, in all its different guises, people now have a lot more information at their fingertips and the research process has become a larger, richer part of holiday planning. At the same time, travel industry providers have grown exponentially in India, so visitors now have more options than ever. In turn, this means that India has to work harder to keep up with the demand. The largest percentage of travelers from overseas come from the USA and UK, with Canada, Malaysia, Japan, France, Germany and Russia also heavily represented. Overall, there's undoubtedly an accelerating understanding of what tourists in India want. Customized tours, cookery schools, village boutique hotels, adventure sports, even campsites, it's all happening. It is notable that Uttar Pradesh is witnessing far more businesses specializing in domestic and in-bound tourism. It is amongst the top ranked states in terms of tourist footfalls, both domestic as well as foreigners. This surely is a sign of maturation of the industry, which can continue only with the support of state and national government. The positive trends of the last few years must surely flourish - the statistics speak for itself.

Uttar Pradesh is a tourist paradise. The majestic Himalayas offer unique opportunities for eco-tourism, mountain climbing, trekking, skiing, etc. Its river system provides scope for manifold water sports and challenging surf riding. Its rich flora and fauna are nature's generous gift. Its ancient mausoleums, monuments and architecture are not merely of historic importance but also unique as testified by the inimitable Taj Mahal. Its Hindu, Jain and Sikh religious centers, fairs and festivals attract the domestic tourist and pilgrims in thousands and present a fascinating and unbelievable spectacle to the foreign tourists.

Uttar Pradesh has emerged among the top frontrunner states in attracting foreign tourists from all over the world. It ranks third in the number of foreign tourist arrivals to Indian states, after Tamil Nadu and Maharashtra, and second as regards domestic tourists. The Taj is predictably the biggest attraction in UP, bringing in the maximum tourists and foreign exchange earnings.

Table 8: Tourism Circuits of Uttar Pradesh

S. No	Tourism Circuit	Destinations
1	Agra Braj Circuit	Agra, Mathura, Vrindavan, Fatehpur Sikri, Soor Sarovar, Chambal
2	Buddhist Circuit	Kapilavastu, Sarnath, Varanasi, Sravasti, Sankisa, Kaushambi, Kushinagar, Lumbini, Bodhgaya
3	Bundelkhand Circuit	Jhansi, Mahoba, Kakramath, Kalinjar, Deogarh, Samthar, Datia, Khajuraho, Chanderi, Baruasagar, Orchha
4	Awadh–Ayodhya Circuit	Lucknow, Kukrail, Nawabganj Bird Sanctuary, Ayodhya, Naimisharnya, Devasharif, Bithoor
5	Varanasi & Vindhyachal Circuit	Varanasi, Vindhyachal, Ramnagar, Chunar, Allahabad, Kaimoor Wild Life Sanctuary, Chandra prabha Wild Life Sanctuary
6	Mahabharata Circuit	Hastinapur, Baghpat, Bijnor.
7	Ram Van-Gaman Yatra Circuit	Ayodhya, Bharatkund, Belha Devi-Pratapgarh, Shrangverpur, Allahabad, Chitrakoot etc.
8	Circuit related to Ist War of Independence in 1857	Jhansi, Meerut, Lucknow, Raibareilly, Unnao, Kanpur, Bithoor, Sitapur, Badaun, Bareilly, Hathras, Shahjahanpur, Mainpuri, Firozabad, Gorakhpur, Devaria, Azamgarh, Balia, Varanasi, Allahabad etc.
9	Jain Circuit	Shravasti, Kaushambi, Allahabad, Ayodhya, Faizabad, Ronahi, Kampil, Hastinapur, Sauripur, Agra, Banaras, Kushinagar etc
10	Sikh Circuit	Gurudwara Pakki Sangat (Allahabad) - Gurudwara Ahroa, Gurudwara Chota & Gurudwara Bhuili (Mirzapur) - Gurudwara Nichibagh, Gurudwara Gurubagh (Varanasi) - Guru Teg Bahadur Ji ki Tapsthali, Chachakpur, Gurudwara Raasmandal (Jaunpur) - Gurudwara Brahmkund (Ayodhya) - Gurudwara Ahliyaganj (Lucknow) - Gurudwara Singh Sabha (Mathura) - Gurudwara Hathighat, Gurudwara Guru ka Taal (Agra) etc.
11	Sufi Circuit	Fatehpur Sikri, Rampur, Badaun, Bareilly, Lucknow, Kakori, Dewasharif (Barabanki), Bahraich, Kichocha Sharif, Kade Shah - Kada (Kaushambi), Allahabad, Kantit Sharif (Mirzapur) etc.
12	Christian Circuit	Merut-Sardhana, Agra, Kanpur, Lucknow, Allahabad, Varanasi, Gorakhpur etc.
13	Handicraft Circuit	Lucknow, Agra, Aligarh, Firozabad, Rampur, Kanpur, Kannauj, Vrindavan, Muradabad, Khurja, Varanasi, Bhadohi, Mirzapur, Chunar, Jaunpur, Gorakhpur etc.

4.2: Role of the State Government in promoting tourism in UP

The state government of Uttar Pradesh has made serious efforts to promote tourism in the state because of its tremendous potential to increase in-flow of tourists, both domestic and foreign. Thus, the local government has put tremendous endeavor for promoting tourism industry by way of adding new tourist circuits and destination keeping in mind the existence of rich cultural heritage, its ethnic background and unexplored potential. The few initiatives have been enumerated below to highlight the state governments on-going focus;

i. The promotion and branding of the Agra-Varanasi-Lucknow Heritage Arc

The promotion and branding of the Agra-Varanasi-Lucknow Heritage Arc played an important role in boosting the tourist traffic. There has been a sudden increase in the tourist flow after these circuits were introduced. Tourist facilities have been spruced up, and heritage walks have also been started in these three cities recently.

ii. Special attention to promoting Heritage and Eco-Tourism for foreign tourists

The government has given special attention in promoting Heritage and Eco-Tourism for foreign tourists. These have witnessed increased tourist arrivals in the form of weekend getaways.

iii. Tourist facilities have been spruced up, and heritage walks have also been started in Agra-Varanasi-Lucknow in the last couple of years. Heritage walks in Kaiserbagh to come up soon.

This has catered to a wide range of tourists, who would want to spend some time at leisure. Heritage walks have been welcomed by the elderly travelers and also foreigners who are in search of a bit of history.

iv. Revival plans for the long-lost Awadhi cuisine

This revival plan would help develop a Food Trail. It is expected to be a hit within travelers looking for long lost authentic Awadhi cuisine.

v. Organizing an annual fest of 10-days, the Taj Mahotsav

These 10 days long carnival has provided a platform that gives information on India's rich arts, crafts, cultures, cuisine, dance and music. It has turned out to be a major attraction among tourists over the years.

vi. Kushinagar Road Infrastructure for Pro-poor tourism development

Implementation of the proposed World Bank aided \$300 million tourism projects of Buddhist Circuit and Agra-Braj corridor under pro-poor tourism development programmed. The project has aimed to connect the poor to

benefit them under tourism project. Issues like strengthening of main road and other link roads leading to Sarnath, beautification of ghats along Ganga and creation of light and sound show at Assi Ghat. The project is expected to be over by middle of 2016.

vii. Launch of e-books on Uttar Pradesh

E-governance is poised to take a big leap in Uttar Pradesh with the state lining up a slew of initiatives to empower citizens in line with the ‘Digital India’ programmed. It is putting in place a system which would deliver vital services to citizens online. Digitalization of books have also been a special effort by the state government.

viii. Agra-Lucknow Expressway to be operational by Oct 2016

Uttar Pradesh government is pushing for its flagship Agra-Lucknow Expressway to be made operational by October 2016. The proposed 302 km expressway is estimated to cost nearly Rs 15,000 crores. Touted to be the longest access-controlled expressway in India and to be funded entirely from the state coffers, it spans across 10 districts, which would be intersected by it, namely Agra, Firozabad, Mainpuri, Etawah, Auraiya, Kannauj, Kanpur city, Unnao, Hardoi and Lucknow.

ix. Taj international airport

Efforts are being made to operate flights from Agra to boost tourism in this sector as there is a major tourist flow both domestic and international in this region.

4.3: Important initiatives by the UP-state government

Other than the above-mentioned points the State Government has also taken a few initiatives in which few of them are at the execution stage and are expected to be completed in the near future. Some of them are:

- Promoting textile tourism in Varanasi
- Development of Mathura-Vrindavan as Mega Tourist Circuit Phase – II
- Tourist Facilitation Centre at Vrindavan
- Ropeway facilities at Chitrakoot, Barsana and Mirzapur
- Theme Park in Kapilvastu to be completed soon

The UP Tourism has also identified some tourist circuits for tourist infrastructure development. All Circuits have well-planned infrastructure and an itinerary for the traveler and an astounding mix of sights from culture, nature and history. The average duration of these trips are 3 nights- 4days to 4 nights-5 days.

4.3.1: The Heritage Arc

Agra – Lucknow – Varanasi

Providing an unforgettable experience, The Heritage Arc in Uttar Pradesh provides an opportunity to explore the cultural heritage, historical and natural aspects of the state. Moving on this arc also provides experiences in history, spiritualism, art and nature.



Figure 8: The Heritage Arc

4.3.2: Wild Life-Eco tourism

Dudhwa-Pilibhit-Katerniaghat

Uttar Pradesh is home to some exquisitely beautiful landscapes, forest-vistas, meandering rivers and breathtakingly beautiful waterfalls and a large number of endangered birds and animals. Showcasing these natural treasures for the visitors for them to appreciate the grandeur and generosity of nature, the Uttar Pradesh Government with its strong commitment to conservation is promoting eco-tourism to the wilderness areas of the state.

4.3.3: Buddhist Circuit

Kapilvastu-Kaushambi-Kushinagar-Sankisa-Sarnath-Sravasti

Gautam Buddha spent a considerable part of his life in Uttar Pradesh. He attained enlightenment, travelled widely, spread his message and towards the end, attained maha parinirvan in this region. The circuit has places having grand Stupas, ancient monasteries, Buddhist chants and a steady stream of Buddhist pilgrims and monks who come here for meditation and worship.

4.3.4: Vindhya-Varanasi Circuit

Chunar- Vindhyachal

In addition to above circuits, the following destinations will always remain the primary point of attraction both for foreign and domestic tourist due to its rich cultural background and historical importance. Few of them are illustrated below:

Agra

Agra is home to the world-famous Taj Mahal. This ancient city has wonderful monuments which would leave you awestruck by the sheer brilliance behind the construction.

Lucknow

The capital of Uttar Pradesh and famously referred to as ‘The city of Nawabs’, Lucknow retains its ancient charm even today.

Varanasi

‘The Religious Capital of India’, Varanasi lies on the banks of the river Ganges and is frequented by pilgrims from various parts of the world. Considered one amongst the seven holy spots for Hindus, the land attracts those who belong to other faiths too.

Allahabad

Allahabad is an important pilgrim center as Lord Brahma, the creator according to Hinduism, landed at this place on earth. The city is located at the confluence of three rivers namely Ganges, Yamuna and Saraswati.

Mathura

Mathura is the birthplace of Lord Krishna and hence it is one amongst the seven sacred cities for the followers of Hinduism.

4.3.5: Major Fairs and Festivals of Uttar Pradesh organized by UP Tourism

- Taj Mahotsav, Agra (February)
- Lucknow Mahotsav, Lucknow (November-December)
- Ganga Water Rally, Allahabad-Varanasi (November)
- Buddha Mahotsav, Kushi Nagar (February)
- Buddha Mahotsav, Sarnath, Sravasti, Kaushambi, Sankisa (May)
- Buddha Mahotsav, Kapilvastu (December)
- Kajari Mahotsav, Mirzapur (August)
- Ganga Mahotsav, Varanasi (November)
- Ayurveda Jhansi Mahotsav, Jhansi (November)
- Shopping Festival, Noida (October-November)
- TAJ Balloon Festival, Agra (November)
- UP Bird Festival, Chambal (December)

4.3.6: Other Fairs and Festivals of Uttar Pradesh

- Bateshwar Fair
- Urs, Fatehpur Sikri
- Holi
- Janamashtami
- Deva Mela
- Kailash Fair
- Ramnavami Mela
- Kapilvastu Mahotsav
- Ramayan Mela (Ayodhya and Chitrakoot)
- Jal Vihar Mahotsav
- Azamgarh Mahotsav
- Amir Khusrau Mahotsav



Figure 9: Fairs and Festivals of Uttar Pradesh

4.4: Uttar Pradesh In-bound Tourism

With the growth of the online travel industry, in all its different guises, people now have a lot more information at their fingertips and the research process has become a larger, richer part of holiday planning. At the same time, travel industry providers have grown exponentially in India, so visitors now have more options than ever. In turn, this means that India has to work harder to keep up with the demand. The largest percentage of travelers from overseas come from the USA and UK, with Canada, Malaysia, Japan, France, Germany and Russia also heavily represented. Overall, there's undoubtedly an accelerating understanding of what tourists in India want. Customized tours, cookery schools, village boutique hotels, adventure sports, even campsites, it's all happening. It is notable that Uttar Pradesh is witnessing far more businesses specializing in domestic and in-bound tourism. It is amongst the top ranked states in terms of tourist footfalls, both domestic as well as foreigners. This surely is a sign of maturation of the industry, which can continue only with the support of state and national government. The positive trends of the last few years must surely flourish - the statistics speak for itself.

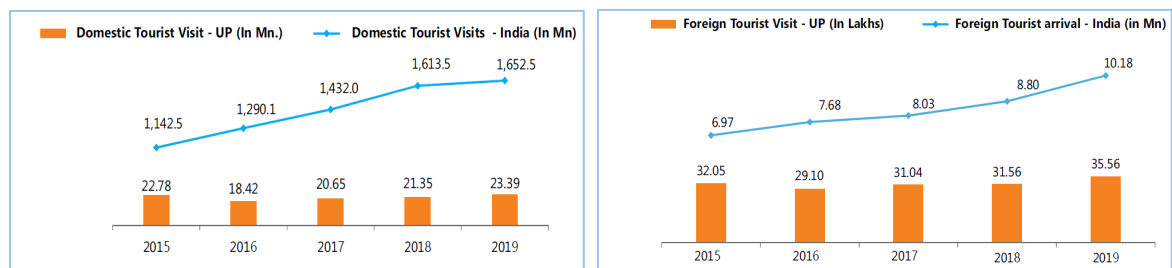


Chart 8: Domestic and Foreign Tourist Arrivals in Uttar Pradesh

Importantly, out of total income generated from tourists in the state, more than half income is coming from foreign tourists. With the creation of new state -- Uttaranchal major tourists attractions, mainly eco-tourism and adventure tourism as well as major pilgrimage centres have saturated to the new state. Thus, Uttar Pradesh is presently facing tourism crisis. Out of total tourist arrival in U.P., Agra (42.63 percent), Faizabad (13.67 percent), Allahabad (12.56 percent) and Varanasi (8.27 percent) regions account for larger shares. With the inclusion of Haridwar in Uttranchal, major tourist attraction of state again saturated to new state. Therefore, there is sharp decline in tourist arrival in Haridwar region. In 1998, Agra and Haridwar attracted more or less same number of tourists. During 1998-2001, there is sharp decline of tourist arrival in the state due to decline in Haridwar (- 85.97 percent) and Lucknow (- 34.14 percent) regions. However, in Jhansi (154.22 percent) and Faizabad (64.22 percent) regions, there is significant growth of tourist arrivals. Since survey was conducted in Agra, Jhansi, and Varanasi region, therefore, a brief description of tourist inflow in these areas has been given. During 2001, 7.37 lakh tourists and 286.23 lakh Indian tourists visited Agra circuit. The important places were reported to be Mathura, Govardhan, Radhakund, Soraun, Barsana, Vrindawan, and Agra as far as Indian tourists are concerned. Thus, it is clear that domestic tourists generally visit cultural and historical places rather than visiting

Taj and similar monuments. On the other hand, majority of the foreign tourists, visit Agra to view Taj. As is obvious from above table, 56.93 lakh tourists visited tourist destinations in Varanasi region in 2001. The majority of the Indian tourists i.e. 70.44 percent visited Vindhyachal and Asthabhuja temples while foreign tourists mainly visited Varanasi and Sarnath. Importantly, Mirzapur and Jaunpur are other places where mainly tourists visit destinations. There has been significant growth of tourist arrival in Varanasi. During 1987 and 1999, tourist inflow in the Varanasi grew 12.20 percent per annum. Importantly, out of total tourists arrival in Varanasi, more than 25 percent tourists are foreigners. The excursions of Varanasi such as Sarnath, Jaunpur, Chunar Fort, Surhatal, Asthabhuja, Kalikow, Vindhyachal, Bhadohi, Ghazipur etc. also attract millions of tourists. However, in these places mainly domestic tourists visit. Nevertheless, Ghazipur, Chunar, Jaunpur, Bhadohi, Sarnath like places are also visited by a number of foreign tourists. Importantly, tourist's arrival in Ashtabhuja (290.21 percent), Mir (825.95 percent), and Vindhyachal has shown significant growth during 1990 and 1999. In Bundelkhand circuit, 41.82 lakh tourists visited in 2001. All the major centres in this circuit attract Indian tourists only.

The main attractions are Chitrakoot, Jhansi, Mahoba, Charkari, Lalitpur, Kalinjar, Banda, and Rajapur. Thus, it is clear that Uttar Pradesh (including Uttranchal), the land of majestic Himalayas, holy rivers of Ganga and Yamuna, Panoramic hill region, tourist places bearing religious, cultural, historical and natural importance, world famous fairs and festivals organized round the year, present a variety of attractions.

The new tourism policy, 1998 also envisage an ambitious target of generating employment opportunities to about 55 lakh persons in next 10 years. It is proposed to increase number of approved hotels, and improve available infrastructure and amenities to facilitate tourists. It also envisages improving the image of state through publicity and marketing of tourist destinations. There has been significant growth of tourist flows in Jhansi and Agra circuits while tourist flows in Lucknow was reported low during the period of 2007-11. It is to be noted that Agra and Varanasi are two important international tourism circuits which attract a large number of foreign tourists while Lucknow and Jhansi circuits offer wide range of historical, cultural and religious tourism attractions.

The recent vigorous focus is to develop integrated village/ rural tourism, to develop and showcase hitherto neglected and forgotten heritage, palaces, monuments and cultural deposits of rural areas, as exclusive destinations. Besides, generating employment potential for the citizens involved in the cottage industry, handicraft, transport, hospitality and recreational business, these village tourism projects will become role- model of tourism growth in the rural areas. Rationalisation of luxury, transport and sales tax are also under consideration for sustained and uniform growth of tourism in the entire north as a group including Uttar Pradesh.

To maximize the participation of private sector in tourism and inter- state coordination are two new concepts being tried aggressively by the state for overall growth of tourism and for maximizing prosperity and improve standard of living of society in general. Region-wise tourist arrival in Uttar Pradesh.

Table 9: Region-wise Tourists Arrival in Uttar Pradesh (in millions)

Region	2012	2013	2014	2015	2016	2017	2018	2019
Agra	39.27	44.40	46.05	46.76	48.05	62.68	63.74	67.69
Jhansi	4.42	12.74	14.38	15.02	15.86	16.35	16.92	19.62
Bareilly	3.18	3.39	6.75	9.80	10.88	11.04	11.63	13.42
Allahabad	39.22	32.55	36.05	86.47	37.14	41.60	42.81	45.50
Varanasi	14.85	15.35	16.10	16.40	16.47	17.06	17.51	18.44
Lucknow	5.00	5.07	5.14	5.71	6.16	5.83	8.23	12.64
Meerut	15.87	16.68	17.32	18.58	19.47	20.36	22.33	23.45
Faizabad	14.69	17.08	18.44	19.72	20.26	21.50	21.80	24/78
Gorakhpur	10.56	10.79	11.13	11.27	11.42	11.56	11.73	11.99
Uttar Pradesh	147.08	158.07	171.37	229.74	185.73	207.99	216.70	237.53

Source: Directorate of Tourism, Uttar Pradesh, 2019

Table 10: Investment Potential through CSR in Uttar Pradesh (in Crore)

Region	Amount
Varanasi	320
Ayodhya	755
Mathura	520
Vindhyachal	120
Naimisharanya	185
Allahabad	510
Chitrakoot	25
Gorakhpur	125
Devipatan	25
Jhansi	40
Total	2625

Source: FICCI, 2018.

4.5: Economic Contribution of Tourism

Contribution of tourism in Uttar Pradesh is shown in Table 2.15. Out of total inbound trips to Uttar Pradesh, social trips accounted for 69.6 per cent while religious trips accounted for 18.4 per cent. Per trip expenditure was recorded Rs. 8218 while it was recorded high for leisure tourism (Rs. 26750). Per tourism per day expenditure was recorded Rs. 689 while it was reported high for shopping followed by business and education and training travels. Per trip expenditure of domestic trips recorded Rs. 2134 while it was reported as high as Rs. 6439 for shopping and Rs. 5936 for health and medical purpose of travel. Per tourist per day expenditure of domestic trips was recorded Rs. 681 while it was recorded high for shopping, health and medical and religious tourism.

Table 11: Contribution of Tourism in Uttar Pradesh

Purpose of Travel	Inbound Trips (%)	Per Trip Expenditure (Rs.)	Per Tourist Per Day Expenditure (Rs.)	Per Trip Expenditure (Rs.) of Domestic Trips	Per Tourist Per Day Expenditure (Rs.) of Domestic Trips
Business	2.6	11473	1408	1728	521
Leisure	2.6	26750	998	1876	323
Social	69.6	8022	592	1837	328
Religious	18.4	6501	1053	2655	587
Education and Training	1.1	8551	1186	1872	415
Health and Medical	4.2	6046	944	5936	765
Shopping	0.3	6943	1709	6439	2036
Others	1.1	5589	763	3265	571
Total	100.0	8218	689	2134	681

Source: NCAER, 2019

Total estimated number of trips/tourists to Uttar Pradesh and India is shown in Table 2.16. Uttar Pradesh constituted 14.6 per cent in total domestic trips in India. The contribution of state in total inbound tourists from other countries was reported 25.37 per cent while state's share in total outbound tourists to other countries was recorded 3.96 per cent.

Table 12: Gross Internal Tourism Expenditure of Uttar Pradesh

Item	Uttar Pradesh	All India	Share of UP in All- India (%)
1. Domestic Tourism Expenditure	2,924,187	39,296,109	7.44
2. Inbound Tourism Expenditure	3,480,421	9,967,885	34.92
- Total Expenditure on Trips from Other States	952,000	-	-
- Total Expenditure on Trips from Other Countries	2,528,421	9,967,885	25.37
3. Outbound Tourism Expenditure	20,904	1,014,854	2.06
4. Gross Internal Tourism Expenditure (1+2+3)	6,425,513	50,278,848	12.78

Source: NCAER, 2019

Gross internal tourism expenditure of Uttar Pradesh and India is shown in Table 2.17. Gross internal total tourism expenditure was recorded Rs. 6425513 lakh in the state of Uttar Pradesh. Out of gross internal tourism expenditure in the state, the share of inbound tourism expenditure was reported 54.16 per cent while domestic tourism expenditure accounted for 45.5 per cent in gross internal tourism expenditure. The share of state in gross internal tourism expenditure in India was recorded 12.78 per cent while it was as high as 34.92 per cent in inbound tourism expenditure.

Contribution of tourism in the economy in Uttar Pradesh and India is shown in Table 2.20. The contribution of tourism in the state economy was found highly significant both in terms of employment generation, gross value added and tourism direct gross value added. However, contribution of tourism state economy was recorded lower than the national average except in case of gross value-added multipliers and employment multipliers.

Contribution of tourism to state GDP is shown in Table 2. 21. Tourism contributed about 3.8 per cent to GDP of India however; it was recorded slightly high in the state of Jammu and Kashmir followed by Tamil Nadu and Andhra Pradesh. Contribution of tourism to state GDP in the state of Uttar Pradesh recorded 2.68 per cent which is lower than the national average.

Table 13: Contribution of Tourism in the Economy – Uttar Pradesh

Item	Uttar Pradesh	All India
TDGVA - Direct	2.68	3.8
GVATI-Direct	6.59	7.16
Tourism Employment - Direct	3.45	4.37
GVA Multipliers	1.9973	1.843
Employment Multipliers	2.857	2.3256
TDGVA - Direct and Indirect	5.35	7
GVATI-Direct and Indirect	13.16	13.19
Tourism Employment - Direct and Indirect	9.85	10.17

Source: NCAER, 2019

Table 14: Contribution of Tourism to State GDP

States	Gross Value Added (GVA) At Basic Prices (Rs. Lakh)	Tourism Direct Gross Value Added (TDGVA) (Rs. Lakh)	Share Of TDGVA In GVA (%)
Andhra Pradesh	4,81,66,626	18,56,387	3.85
Bihar	1,65,24,762	5,15,201	3.12
Gujarat	1,65,10,594	5,84,043	3.54
Jammu & Kashmir	49,12,896	1,93,346	3.94
Punjab	2,03,58,388	5,68,773	2.79
Rajasthan	2,69,89,445	10,03,602	3.72
Sikkim	6,28,848	17,782	2.83
Tripura	15,61,572	47,548	3.04
Tamil Nadu	4,88,08,673	18,95,119	3.88
West Bengal	4,08,56,666	13,65,832	3.34
Uttar Pradesh	5,31,78,944	14,23,380	2.68
India	61,86,95,000	2,34,91,181	3.8

Source: NCAER, 2019

The above analysis simply demonstrates that Uttar Pradesh has rich and varied cultural heritage and presents great potential for tourism development at regional level. Even further promotion of cultural tourism provides avenues for preservation and conservation of folk arts, culture, traditions, crafts, folk songs, dances, theatre, and folklore etc. However, planned development of cultural tourism and management of cultural events- fairs, festivals, occasions etc. should be ensured so that there may be no distortion of cultural values and damage to socio-cultural fabric. Culture being a sensitive element of tourism, special efforts is needed to protect our cultural values and heritage.

The recent vigorous focus is to develop integrated village/ rural tourism, to develop and showcase hitherto neglected and forgotten heritage, palaces, monuments and cultural deposits of rural areas, as exclusive destinations. Besides, generating employment potential for the citizens involved in the cottage industry, handicraft, transport, hospitality and recreational business, these village tourism projects will become role- model of tourism growth in the rural areas. Rationalization of luxury, transport and sales tax are also under consideration for sustained and uniform growth of tourism in the entire north as a group including Uttar Pradesh. To maximize the participation of private sector in tourism and inter-state coordination are two new concepts being tried aggressively by the state for overall growth of tourism and for maximizing prosperity and improve standard of living of society in general.

The analysis simply demonstrates that Uttar Pradesh has rich and varied cultural heritage and presents great potential for tourism development at regional level. Even further promotion of cultural tourism provides avenues for preservation and conservation of folk arts, culture, traditions, crafts, folk songs, dances, theatre, and folklore etc.

However, planned development of cultural tourism and management of cultural events- fairs, festivals, occasions etc. should be ensured so that there may be no distortion of cultural values and damage to socio-cultural fabric. Culture being a sensitive element of tourism, special efforts is needed to protect our cultural values and heritage. The recent vigorous focus is to develop integrated village/ rural tourism, to develop and showcase hitherto neglected and forgotten heritage, palaces, monuments and cultural deposits of rural areas, as exclusive destinations.

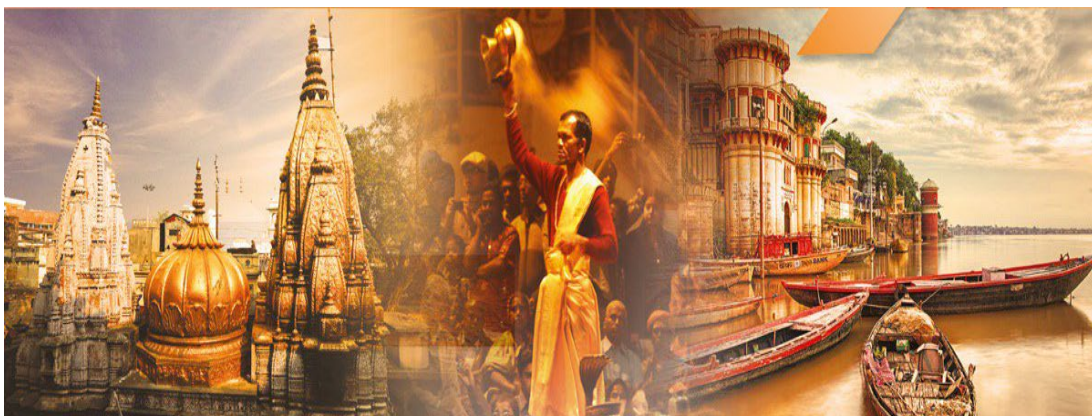
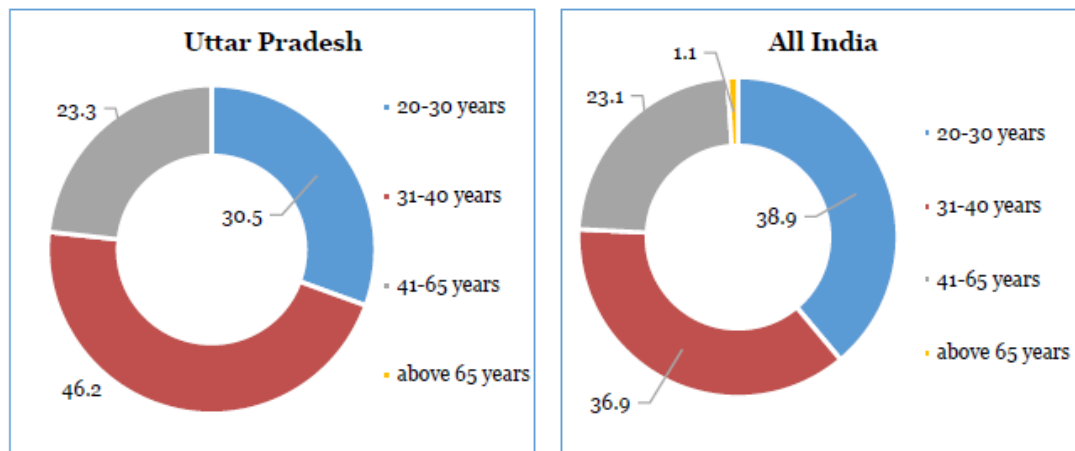


Chart 9: Distribution of Outbound tourists by age-groups

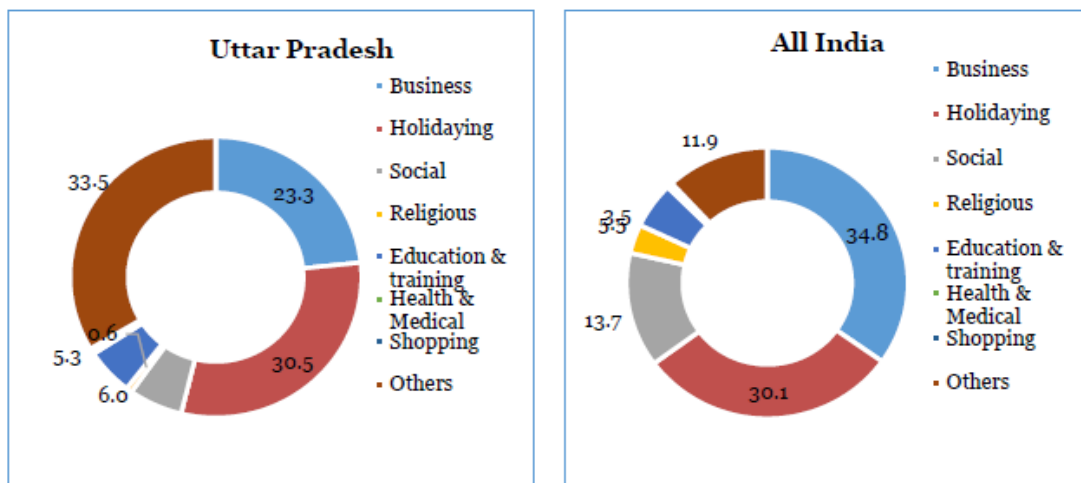


Source: IPS 2018-19 and NCAER computation

The distribution of outbound tourists by age groups reveals that of the total state residents travelling abroad, the majority (46.2 percent) belong to young age of 20 to 30 years.

This is followed by 30 percent of those who belong to 31 to 40 years age group. As compared to this, at all- India level also, most of the outbound tourists travelling are in the age group of 20- 30 years constituting 38.9 percent of the total outbound tourist.

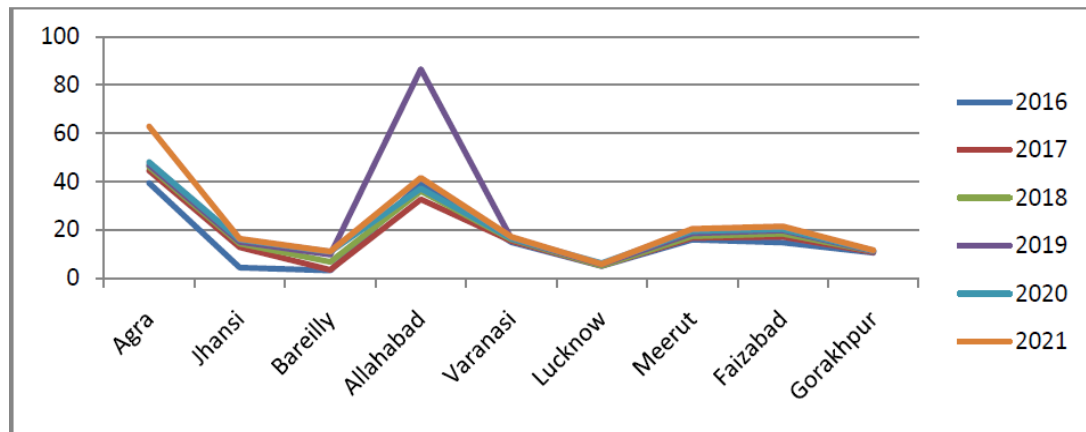
Chart 10: Distribution of Outbound tourists by leading purpose



Source: IPS 2018-19 and NCAER computation

The leading purpose of most of the outbound tourists travelling from Uttar Pradesh to other countries is for others reasons. This is not true for residents belonging to both rural and urban areas. This is in contrast with the distribution observed at all-India level, where business is the main purpose for travelling.

Chart 11: Region-wise Tourist Arrivals in Uttar Pradesh



Uttar Pradesh is a favored tourist destination in India with Taj Mahal, one of the eight Wonders of the World, located in Agra. In 2019, domestic tourist arrivals in the state reached 535.8 million. Foreign tourist arrivals crossed over 4.74 million.



Figure 10: Tourism Map of Uttar Pradesh

In order to attract more tourists due to strong and diverse culture, Uttar Pradesh government hosts a considerable number of events. The State Department of Tourism plans to upscale domestic events and take them international as well.

4.6: Role of the State Government in Promoting Tourism in UP

Uttar Pradesh State Tourism Development Corporation Ltd. (**UPSTDC**) was established in the year 1974, under the company's act 1956. The main objective of UPSTDC is to provide tourist accommodation, restaurants, and wayside amenities to the tourists and to open recreational centers and organize package tours, ensuring promotion of tourism in the state, through vigorous publicity.

Establishment of Corporation: Uttar Pradesh State Tourism Development Corporation Ltd. (UPSTDC) was established in the year 1974. At present, its Authorized Share Capital is Rs. 40 Crore and Paid-up Capital is Rs. 32.60 Crore.

Uttar Pradesh Tourism Development Corporation Ltd is Operating 40 Tourist Bungalow/Hotels & 07 UPTOURS Division and 3 other Units for miscellaneous activities

Objectives of UPSTDC: The main objective of establishing UPSTDC is to provide tourist accommodation, restaurants, wayside amenities to the tourists and to open recreational centers and organize package tours ensuring promotion of tourism in the State through vigorous publicity.

Action Plan I:

Identification of major tourism centers in the state and provide connectivity to rest of the tourist places.

Action Plan II:

Preservation of the age-old characteristics and cultural traditions and norms of the place.

Action Plan III:

Preserve heritage asset of the place through adoption of heritage properties by private sector, encourage private parties to take ownership of the heritage hotels and promote conservation of heritage properties as heritage hotels.

Action Plan IV:

The already existing tourism centers need destination management plans to maintain and improve their existing status.

Action Plan V:

Development of innovative tourism products and memorable experiences.

The role of the state government of Uttar Pradesh to promote tourism is commendable. The government has recognized the tremendous potential that UP holds to further increase inflow of tourists, both domestic and foreign. To make things happen, the state has taken initiatives to open up its tourism sector outside India through steps like conducting roadshows, offering

incentives to private investors for tourism development like land allotment on priority basis, offering significant interest subsidy on hotel projects and other such measures. This has immensely contributed to the development of the tourism sector and is reaping benefits. Hard-selling UP's tourism and investment potential, Chief Minister Shri Akhilesh Yadav said in May 2015 that two film cities will be set up in Uttar Pradesh which would give an additional impetus to the heritage and tourism possibilities in the state.

- **The promotion and branding of the Agra-Varanasi-Lucknow Heritage Arc played an important role in boosting the tourist traffic.**

There has been a sudden increase in the tourist flow after these circuits were introduced. Tourist facilities have been spruced up, and heritage walks have also been started in these three cities recently.

- **The government has given special attention to promoting Heritage and Eco-Tourism for foreign tourists.**

These have witnessed increased tourist arrivals in the form of weekend getaways.

- **Tourist facilities have been spruced up, and heritage walks have also been started in Agra-Varanasi-Lucknow in the last couple of years. Heritage walks in Kaiserbagh to come up soon.**

This has catered to a wide range of tourists, who would want to spend some time in leisure. Heritage walks has been welcomed by the elderly travelers and also foreigners who are in search of a bit of history.

- **Revival plans for the long-lost Awadhi cuisine.**

This revival plan would help develop a Food Trail. It is expected to be a hit within travelers looking for long lost authentic Awadhi cuisine.

- **An annual fest of 10-days, the Taj Mahotsav is an eagerly awaited festival every year**

Organized by UP Tourism, these 10 days long carnival is actually a vibrant platform that gives you information of India where you can find India's rich arts, crafts, cultures, cuisine, dance and music.

- **Launch of e-books on Uttar Pradesh**

E-governance is poised to take a big leap in Uttar Pradesh with the state lining up a slew of initiatives to empower citizens in line with the 'Digital India' programmed. It is putting in place a system which would deliver vital services to citizens online. Digitalization of books have also been a special effort by the government.

- **Agra-Lucknow Expressway to be operational by Oct 2016**

Uttar Pradesh government is pushing for its flagship Agra-Lucknow Expressway to be operational by October 2016. The proposed 302 km expressway is estimated to cost nearly Rs 15,000 crores. Touted to be the longest access-controlled expressway in India and to be funded entirely from the state coffers, it spans across 10 districts, which would be intersected by it, namely Agra, Firozabad, Mainpuri, Etawah, Auraiya, Kannauj, Kanpur City, Unnao, Hardoi and Lucknow.

4.7: Socio-Economic impact on Uttar Pradesh

Tourism acts as a powerful agent for developing the socio-economic standards of the state. It has stimulated employment and investment across the state and has contributed in modifying economic structure and has made a significant contribution towards a better living among the youth. The money spent by the foreign tourists in a country is turned over several times and has been a boost to reciprocate to the need of the ever-increasing demands and challenges. With enhancing the tourist experience, it also simultaneously contributes to improving local living conditions and livelihood opportunities to the people of Uttar Pradesh. Tourism stimulates economic growth by generating income, employment, investment and exports. But it also generates valuable spin-off benefits, including preservation of cultural heritage, improved infrastructure and local community facilities. Uttar Pradesh is one of India's most iconic states which attract 226 million domestic and just over 2 million international visitors out of 1.1 billion domestic and nearly 7 million international tourists visiting India.

The Uttar Pradesh government aims to unlock the huge potential of the heritage of the state, through Pro-Poor Tourism, for inclusive growth and poverty reduction, particularly in the low-income areas. It is expected to improve the standard of living of the people, create more job opportunities and promote thriving local enterprises. Tourism is not limited only to activities in the hospitality, transportation and entertainment sector with visitor attractions, such as, theme parks, amusement parks, sports facilities, museums etc., but tourism and its management are closely connected to all major functions, processes and procedures that are pivotal to various areas related to tourism as a system. It involves the functions of planning, organizing, coordinating, training, monitoring and evaluating at all levels (international, national, regional, local).

Therefore, tourism can be integrated into the functional unit of the economy. This will help structure the entire tourism industry of the state enabling productive private investments and associated job creating opportunities within the youth and women. It is a priority aimed at increasing the net benefits to the poor and ensuring that tourism growth contributes majorly to the upliftment of the area and the people around it. Tourism whether on a large scale or low scale, in no small measure affects the host community. This is particularly evident during the period of the events and sometimes afterwards.

CHAPTER 5: CULTURAL TOURISM IN LUCKNOW

Tourism is regarded as a positive force for the preservation of nature and culture. *Heritage Tourism* is regarded as a conceptual and operative basis that allows for a sustainable use of heritage assets. *Heritage has been* conceived as the identifying set of natural and cultural assets of a society with great potential for local tourist development. The concept of sustainability is based on three main goals: social, economic and ecological. *Heritage tourism is a way of development intended to improve the quality of life of host communities and preservation of the environment.*

Heritage tourism has the potential to improve the economic vitality of numerous communities. The primary benefit of heritage tourism is its long-term economic value with high sustainable growth rates. It generates investment in the development of heritage product, complements and engages other tourism product, rejuvenates communities. It provides considerable non-economic benefits such as promoting, protecting and sustaining the heritage base; addressing traditions and values which define nations and communities; recognizing multicultural legacies linking nations; engaging local and regional governments; and furthering important educational functions.

Culture and tourism have a mutually beneficial relationship which can strengthen the attractiveness and competitiveness of tourism destinations. Culture is increasingly an important element of the tourism product, which creates distinctiveness. The tourism provides an important means of enhancing culture and creating income which can support and strengthen cultural heritage, cultural production and creativity. Creating a strong relationship between tourism and culture can therefore help tourism destinations to become more attractive as well as more competitive (OCED, 2009). 'Cultural tourism' is a form of tourism concerned with a country or region's culture, specifically the lifestyle of the people in the region, the history of its peoples, their art, architecture, religion, and other elements that help shape their way of life.

Cultural tourism includes tourism and cultural facilities such as museums and theatres. It can also include tourism the traditions of indigenous cultural communities and their values and lifestyle. Cultural tourism can be defined as 'the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs' (Richards, 1996). Culture is both specific and general in nature. Culture is always shared as it is passed as a heritage (Rizwan, 2006). Cultural tourism has a number of characteristics. As compared to recreational tourists, cultural tourists come in contact with a much wider section of the native population.

One of the most striking characteristics of tourism is the way it promotes self-awareness, pride, self-confidence and solidarity among those being visited. As a result of tourism, the arts and crafts of native peoples have changed in style and form, and also in the purpose for which they are produced. Arte facts formerly produced for religious or ceremonial purposes are now produced for sale.

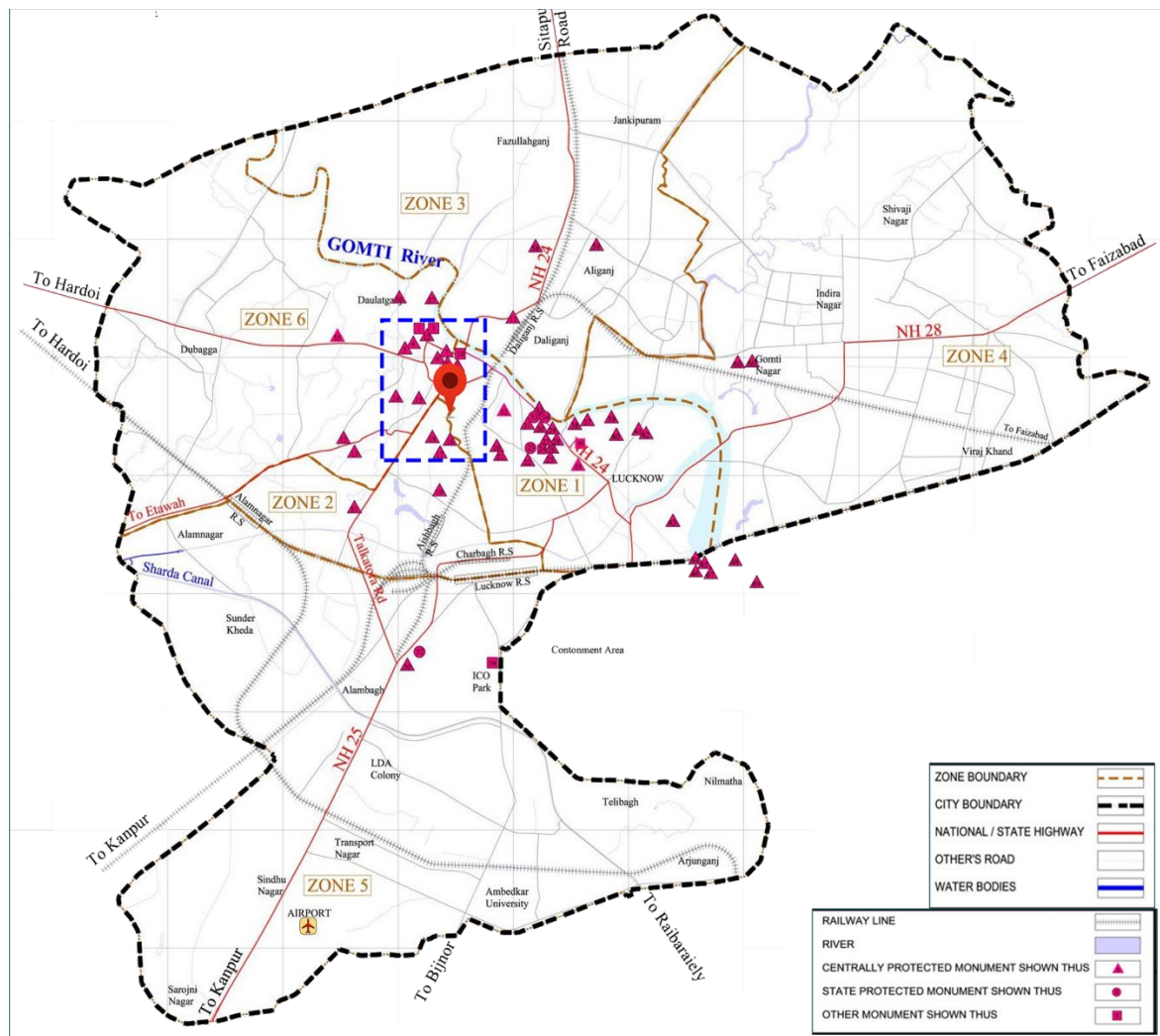





Figure 11: Location of Protected Monuments in Lucknow

Lucknow is known for its rich history and culture – manifest not just in its many magnificent monuments but an intrinsic part of its lifestyle. While the city has archaeological remains dating back to 3000 BC, the first documented reference to Lucknow is from the thirteenth century when Emperor Akbar divided the Mughal Empire into twelve provinces and chose Lucknow as the seat of Government for Oudh - the most prosperous province of the empire. In the late 18th century, the Shia Nawabs of Lucknow built several imposing structures, commercial and trading centres that increased the grandeur and opulence of the city. At the time of the first war of independence in 1857, the city suffered a lot of damages and the old past was replaced with new developments during the British period. After independence the city experienced tremendous growth and the distinct “Lucknow” culture – composite, refined, rich and vibrant is slowly disappearing. While there are many magnificent monuments symbolising the glorious past of the city, the following are the better-known monuments. There are two authorities looking after the conservation of heritage sites in Lucknow namely Archaeological Survey of India and State Archaeological Department,

Uttar Pradesh. There are in total 63 key monuments in Lucknow, out of which five monuments are protected by UP State Archaeological Department, 46 monuments under Archaeological Survey of India and rest are other monuments not protected by either of the authority.

5.1: Inventory of Key Heritage and Tourism Sites

Lucknow is a destination, rich in tourism assets, site-based infrastructure, cultural and historical heritage living in monuments and traditions, including important historical events and possesses the added advantage of being the state capital. Lucknow's heritage structures can be categorized under various heads such as forts, Kothi's, monuments, open spaces, gardens etc. most of the structures are located along the Gomti river in the core area of the city with heavy population density. Out of hundreds of monuments and heritage buildings only 63 monuments are protected by ASI and State Archaeological Department Uttar Pradesh while rest are not protected by any of the authority. Given below is the list of some of the key protected and non-protected structures, parks, monuments in Lucknow.

<i>Monument/Site</i>	<i>Picture</i>
<p>Bara Imambara: - Nawab Asifudollah built this historic building in 1786, as a famine relief measure to provide employment to the people of the city. The load of the roof is not supported on beams but through an intricate system of arches. The campus has an imposing mosque on one side and on the other side is a "Babli" or water body connected to the river Gomti.</p>	
<p>Chota Imambara: - Beyond Roomi Gate about 30 meters away on the road is located another structure that is famous for its chandeliers and other artefacts. With fountains and a small garden, it is a beautiful structure that attracts tourists.</p>	
<p>Roomi Gate: - Just adjacent to the Imambara is an imposing gate structure which when seen from the front looks like a gate but in reality, is a structure of several storeys. This monument has now become the logo of the city.</p>	

Clock Tower and Picture Gallery: - Located close to the Chota Imambara this structure is adjacent to a picture gallery that is famous for large portraits of the Old Nawabs of Oudh. The novelty of the paintings lies in the fact that they all seem to be looking directly at the viewer from every angle.



Residency: - This is the British settlement that was established following the annexation of Oudh and was the site of the 1857 Mutiny. The Archaeological Survey of India maintains the structure.



Jama Masjid - The construction of Jama Masjid, to the north-west of Hussainabad Imambara, was started in 1832 AD during the reign of Mohammad Ali Shah but was completed after his death of his begum, Nawab Malika Janah. It is entirely free from the pseudo-Italian art then in vogue in Lucknow and reflects the Mughal style of architecture.



Dilkusha Palace - The Palace of Dilkusha "Heart's Delight" was built by Nawab Saádat Ali Khan 1798-1814. It was erected as a hunting box in the center of a large park stocked with game.



Satkhand Mahal - Nawab Muhamad Ali Shah built this seven-storied palace in Italian and French style. Though the palace is in ruins, the splendor of the architecture is still visible. This tower like palace was built as a watch tower to keep watch on various buildings in Lucknow in those days.



5.2: Linkages and Connectivity

Lucknow is well connected to all the major cities of India like Delhi, Mumbai, Kolkata, Bhopal, Ahmedabad and Hyderabad via rail, road and air network.

Table 15: Distance of Key Towns from Lucknow

Sl. No.	Major Towns	Distance
1	Agra	363 km
2	Allahabad	225 km
3	Kolkata	985 km
4	Kanpur	79 km
5	Varanasi	305 km
6	Delhi	497 km

5.2.1: Road Connectivity

The city is located at the confluence of the national highways and state highways National Highways crossing through the city are:

- NH 24: leading towards Delhi
- NH 24B: leading towards Raibareli
- NH 25: leading towards Jhansi in Uttar Pradesh and Shivpuri in Madhya Pradesh
- NH 28: leading towards Barauni in Bihar
- NH 56: leading towards Varanasi

State Highways crossing through the city are:

- SH 40: leading towards Etawah
- SH 25: leading towards Hardoi

There are 8 major district roads crossing through Lucknow. Some of the major towns and their distance from Lucknow city.

5.2.2: Rail Connectivity

Lucknow provides rail connectivity to major towns across India. Lucknow has two major railway stations, first Charbagh main station (broad gauge) providing connectivity to Delhi,

Kolkata, Bhopal, Jaisalmer etc. and Charbagh Junction (meter gauge) for Kanpur, Mumbai, Pune, Bangalore, Ernakulam etc. Apart from these two major stations, there are fourteen sub stations in the city area and in the surroundings.

5.2.3: Air Connectivity

Chaudhary Charan Singh International Airport located 11 km from the center of the city provides air connectivity to major urban centers in India name a few Ahmedabad, Bangalore, Chennai, Bhubaneswar, Bhopal, Delhi, Indore, Hyderabad, Kolkata, Mumbai Patna etc. It has both domestic as well international terminals. Apart from daily domestic flights Lucknow airport provides direct flights to Dubai, Jeddah, Muscat and Riyadh.

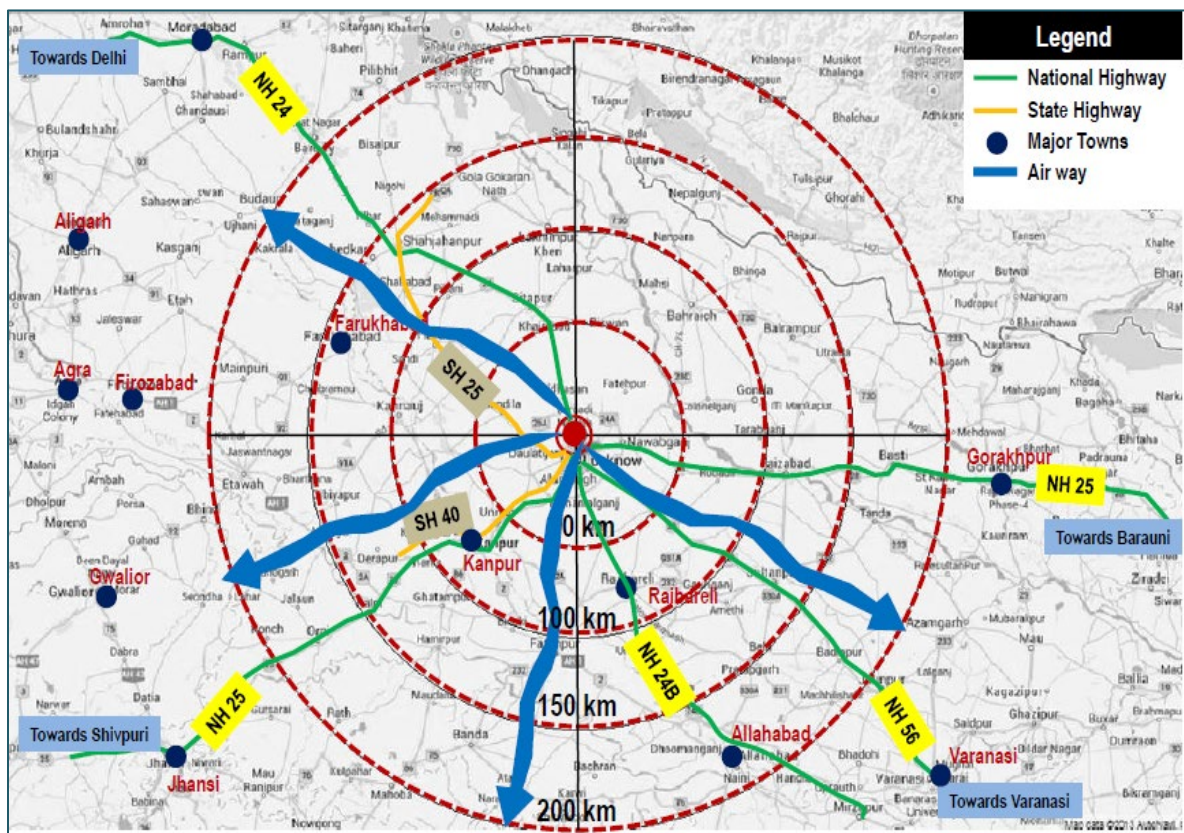


Figure 12: Lucknow Linkages and Connectivity

Lucknow lies in Ganga basin with flat alluvial terrain and is covered with thick pile of Quaternary sediments uncomfortably overlying the basement of Bundelkhand Granitoids and sedimentary rocks of the Vindhyan Supergroup. The Quaternary sediments have been classified into Older and Newer Alluvium. Lucknow has been placed in the zone of moderate intensity earthquake (zone III). Seasonally, it has to face natural hazards which include flooding, water logging along channels and canal banks, besides, river bank erosion.

5.3: Lucknow Climate

Lucknow has a humid subtropical climate with cool, dry winters from mid-November to February and dry, hot summers with sunshine from March to mid-May. More than nine-tenths of the annual rainfall occurs from June to October when the city receives an average of 827.2 millimeters (32.57 in) from the southwest monsoon winds, although occasionally frontal rainfall from the northeast monsoon will occur in January. In winter the maximum temperature is around 25 °C or 77 °F and the minimum is in the 3 to 7 °C (37.4 to 44.6 °F) range. Fog is quite common from mid-December to late January. Occasionally, Lucknow experiences colder winter spells than places like Shimla and Mussoorie which are situated way high up in the Himalayas. In the extraordinary winter cold spell of 2012–2013, Lucknow recorded temperatures below freezing point on two consecutive days and the minimum temperature hovered around freezing point for over a week. Summers are very hot with temperatures rising into the 40 to 45 °C (104 to 113 °F) range, the average maxima being in the high 30s Celsius.

5.3.1: Rainfall

The rainy season is from mid-June to mid-September, when Lucknow gets an average rainfall of 896.2 millimeters (35.28 in) from the south-west monsoon winds, and occasionally frontal rainfall will occur in January.

5.3.2: Temperature

Lucknow has a warm humid subtropical climate with cool, dry winters from December to February and dry, hot summers from April to June. In winter the maximum temperature is around 25 °C (77 °F) and the minimum is in the 3 °C (37 °F) to 7 °C (45 °F) range. Fog is quite common from late December to late January. Summers are extremely hot with temperatures ranging from 40 °C (104 °F) to 45 °C (113 °F).

5.3.3: Flora and Fauna

Lucknow city has very low proportion of area under forest. Even in the Lucknow district the forest area is negligible. At district level; Shisham, Dhak, Mahua, Babul, Neem, Peepal, Ashok, Khajur, Mango and Gular trees are grown. The main crops are wheat, paddy, sugarcane, mustard, potatoes, cauliflower, cabbage, tomato and brinjals. Similarly, sunflowers, roses, and marigold are cultivated on quite a large area of the land in whole of the district. Apart from this, many medicinal and herbal plants are also grown.

The Lucknow Zoo, one of the oldest in the country, was established in 1921. It houses a rich collection of animals from Asia, and other continents. The zoo also has enjoyable toy train rides for the visitors. The city also has a botanical garden, which is a zone of wide botanical diversity. It also houses the Uttar Pradesh State Museum.

5.4: Demographic Profile

Table 16: Population Parameters

PARAMETER	UNIT	
Area (Lucknow Nagar Nigam)	Ha.	35053
Zones	No.	6
Municipal wards	No.	110
Population (2011 census)	No.	28,15,601
Households	No.	4,77,860
Literacy rate (2011 census)	%	84.72
Sex Ratio (2011 census)	No.	915

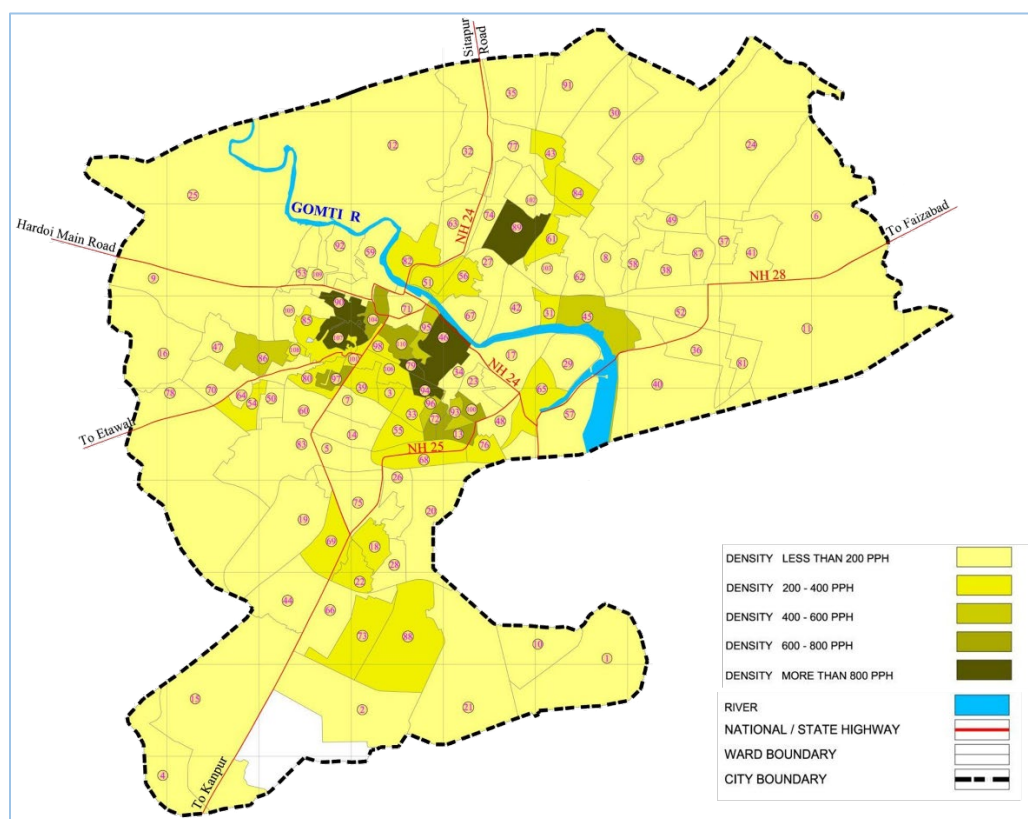


Figure 13: Ward wise Population Density Map

Lucknow is also a rapidly growing city and its contemporary boundaries hardly resemble those at the time of independence. Since it became capital of the British United Provinces in

1920, the city has grown from 241,000 residents to just over 3 million as of 2011 whereas the Chowk area is a hub of wholesaling and, as Lucknow's oldest bazaar, is dotted with the monuments of the nawabs. Further belying outmoded scholarly notions of the 'Islamic city.

5.5: Cultural Influence

From the very beginning of Nawabi era, Lucknow has seen the days of luxury and flamboyance with every Nawab who came to rule the city. Be it the heavily ornamented gateway Rumi Darwaza or the extravagant beauty of Bara Imambara, Nawabs of Lucknow established new architecture at that time. Their active participation in the socio-cultural activities has given Lucknow a new name as 'City of Tehzeeb' (Etiquette and Manner). The architectural genius of the Nawabs reflects not only through the buildings and monuments such as Imambaras, Baulies, Gardens, Mansions, Hawelis, Mausoleums, Palaces etc.. but also in its poetry, dastan goi, cock fights, kite flying, kathak, tabla, sitar, soz, theatre, cuisine, attire, language, courtesy and etiquettes. The immense effluence and love for the art of the Nawabs have created new horizons for dance, music and literature in India. This was the time when Urdu poets flourished the most and mesmerized the world with their excellent poetry under the patronage of Nawabs. The admiration for the art and music of the Nawabs promoted Kathak dance and Hindustani Classical music. The Dastarkhans of the Lucknow courts are still proverbial. Cultural refinement was thus, not just confined to the courts but thrived even on the streets and by-lanes of this ancient and historical city. The influence of British rule can be seen and felt throughout the city. The clock tower, Victoria Memorial, Charbagh Railway Station, Lucknow university and Lucknow Medical College are a few examples. Modern Lucknow, spreads evenly on both sides of river Gomti, is a perfect blend of the ancient with the modern, as many glitzy shopping arcades coexist with old monuments. The most culturally rich area of the city is the old Lucknow which is known as Chowk. Lucknow has always been a multicultural city. Courtly manners, beautiful gardens, poetry, music, and fine cuisine patronized by the Persian-loving Shia Nawabs of the city are well known. Lucknow is popularly known as the City of Nawabs. It is also known as the Golden City of the East, Shiraz-e-Hind and The Constantinople of India.



Figure 14: Cultures and Traditions of Lucknow

5.5.1: Cuisines of Lucknow

Lucknow is still considered to be the root of all Indian cuisine as most of the top chefs of Mughal food which is generally representation of Islamic food in India are related to Lucknow (Madan, 2001). Broadly, there are three categories of cooks in Lucknow. The bawarchis cook food in large quantities. The rakabdars cook in small gourmet quantities. The nanfus makes a variety of rotis, chapatis, naans, sheermals, kulchas and taftans. Normally, one cook does not prepare the entire meal. There are specialists for different dishes and also a variety of helpers like the degshos wash the utensils, the masalchis grind the masala and the mehris carry the khwan (tray) to be spread on the dastarkhawan.

The Lucknow dastarkhwan would not be complete unless it had the following dishes: qorma (braised meat in thick gravy), salan (a gravy dish of meat or vegetables), qeema (minced meat), kababs (pounded meat fried or roasted over a charcoal fire), bhujia (cooked vegetables), dal, pasinda (fried silvers of very tender meat, usually kid, in gravy). Rice is cooked with meat in the form of pulao, chulao (fried rice) or served plain. There would also be a variety of rotis. Desserts comprise gullati (rice pudding), kheer (milk sweetened and boiled with whole rice to a thick consistency), sheer brunj, (a rich, sweet rice dish boiled in milk).

The cuisines Lucknow reflected the courteous culture of the region to a large extent. The popular local food was a harmonious blend of meat and vegetable such as Shabdeg, Aloo, Gosht, Arvi Gosht and Tamatar Gosht. Some of these dishes are still cooked in ordinary homes. Kabab Paratha, Nihari Kulcha, Poori Kabab are still popular dishes of Lucknow. Diwali and Dusehra, popular Hindu festivals bring a variety of sweetmeats while Holi is traditionally celebrated with Jars of Kanji and Thandai accompanied by Basket Full of Gujiya. Similarly, during the Eid festival, Muslim celebrates the festival with variety of sweetmeats such as Saiwain. The Malihabad region is famous for Dasherri Mango. The Dasherri is part of Malihabad folk lore. It is said that original Dasherri Tree was on the land of Nawab in Malihabad and Nawab did not allow making a graft from the tree and those who were interested in the variety of mangos have to visit Malihabad. Today, in Malihabad, Abdulla Nursery is the place of worth visit. Kaleemullah Khan has developed 300 varieties of mangos. The street food in Chowk is still famous.



Figure 15: Cuisines of Lucknow

5.5.2: Costumes and Textiles

Awadh has historically been most important regions in India, politically, religiously and socially, and holds a vital position with respect to the development of Indian fashion. Fashion is reflection of the contemporary tastes of society, preferences, trends and styles. The era of Nawabs was particularly influential of the evolution fashion. Royalty set traditions, customs and trends in Awadh (Swaroop, 2012).

The aristocracy of Lucknow gained immense wealth with the feudal system and spent extravagantly on their dresses. This had an impact on the dresses of the courtiers, Taluqdars and Awadhi people in general. Jamas, Choga, Angarkha, Patka and Pagri, Topi were some of the men's costumes of the early Nawabs of Lucknow. Later on, Kurtas, Salwars, Dupattas, Kameez were added in the costumes of Awadh. Malmal, Jamdani, Brocads, Makhmal and Jamavar were the main textiles which were used for preparing of costumes. The Chikankari which was patronaged by Nawabs is still popular. The artisans involved in Chikan embroidery may be classified as Thappagars (Block makers), Chhappagaris (Printers), Rangrej (Dyers), The Darzis (Tailors), Chukendoz (Embroiders) and Dhobis (Washermen). The designing on the fabric is done with the help of wooden blocks. There are 36 stitches of chikankari however, six stitches are basic. There three main categorizes of basic stitches in chikankari viz., flate, murri and jail.

The Zardozi, being opulent and luxurious in nature, was greatly adopted and appreciated by the Nawabs. It is an embroidered extravaganza in gold and silver threads, predominantly produced on Makhmal, Kinkwabs or precious silks.

Chikan work is thought to have originated in Bengal and to have been practiced in Dacca and Calcutta. The Jamdani weaving of Dacca must have been influenced by European white work. Bengal Chikan work produced the same kind of effect through embroidery. Bengal Chikan craft consisted mainly of piece goods for trade 'tepchi' – a long running stitch worked from the top side to produce the myriad training flower stems of Lucknow. Chikankari was used in Bengal to imitate Jamdani patronage. There are six basic stitches which are used in combination with a series of stitches for embroidering flowers and leaves.



Figure 16: Costumes and Textiles

5.6: Lucknow's Tourism Position in Regional Context

Kukrail is a crocodile sanctuary. On the outskirts of Lucknow, it also houses a large number of deer, birds and other animals which can be seen in their natural habitat.

Nawabganj Bird Sanctuary - 43 km from Lucknow, on the Lucknow-Kanpur Highway, the Nawabganj Bird Sanctuary is a seasonal home of rare Siberian migratory birds. Some of the birds that make their way across the continent to get here are pigeons, the common teal, pochard, shoveler, purple moor hen and parakeet. The best season to spend a few days here is between October and March.

Dewa Sharief - A shining example of Hindu-Muslim unity, Deva Sharief, 25 km from Lucknow, is a religious shrine. The tomb of Syed Haji Waris Ali Shah is here. During the months of October and November, the Deva Mela is held, which attracts thousands of devotees from all over the country.

Dudhwa National Park - The thick sal forests and grassy lowlands -- typical Terai landscape -- of Dudhwa National Park is home to unusual animal species. The Sarda River meanders along the border of this park and the Neora and Sohel River run through creating slushy marshland frequented by the swamp deer. Situated 238 km from Lucknow in the North Lakhimpur-Kheri district, this national park's star attraction is the Royal Bengal tiger. About 100 tigers are believed to still roam in this region. The Indian rhino was also introduced here to save it from extinction. Leopards, elephants, bears, gharial, crocodile, and spotted deer inhabit the thick forests too.

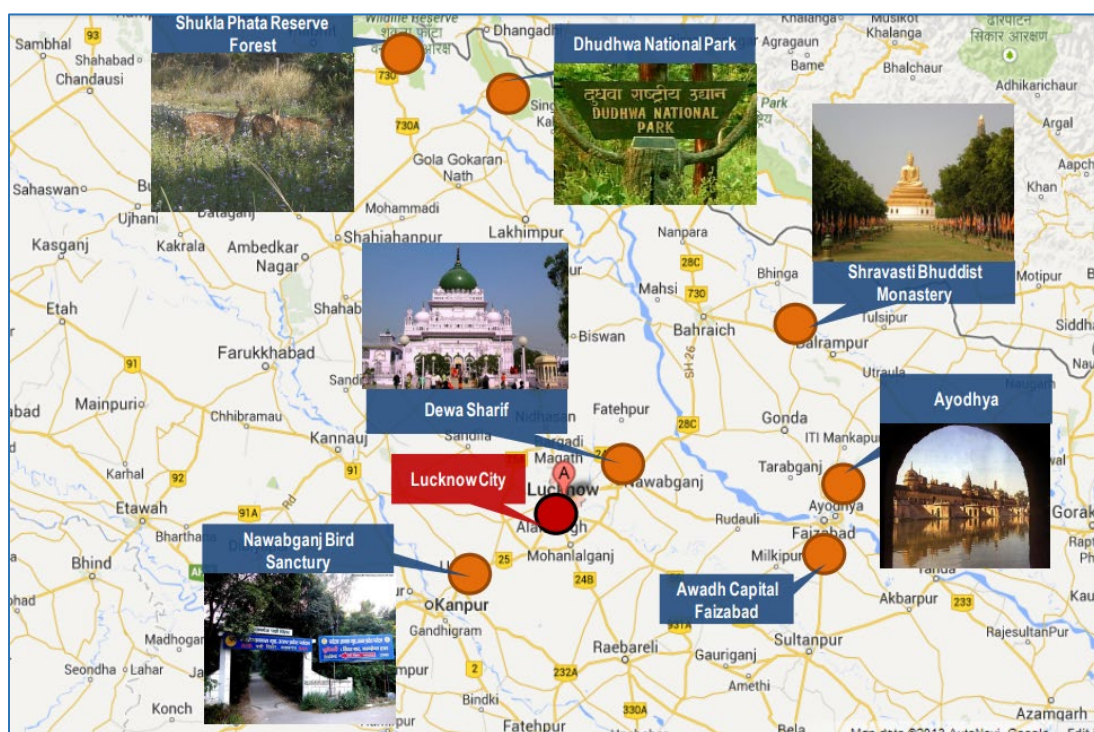


Figure 17: Lucknow's Tourism Position in Regional Context

5.7: Heritage Zones Identified in Lucknow Master

Area along both the side of Gomti River has been identified as Heritage Zone in Lucknow Master Plan 2021. The zone is divided into three parts namely Hussainabad Complex, Kaiserbagh Complex and Le Martinire Complex. Approx. fifteen key heritage structures of Lucknow are located in this identified zone. Apart from monuments some of the major parks also come under these complexes i.e., Buddha Park, Hathi Park, Surajkund Park, Victoria Park etc.

Guidelines as per Master Plan 2012: Lucknow Master Plan also provides the guidelines and regulation for construction and development along monuments and zones. As per the Master Plan following instruction should be followed for new development and construction:

- No construction is allowed in the radius of 50 meter from the monuments.
- Between the radius of 50 and 150 meters, building height should not be more than 3.8 meters (maximum one floor).

Between the radius of 150 and 250 meters, building height should not be more than 7.6 meters (maximum two floors).

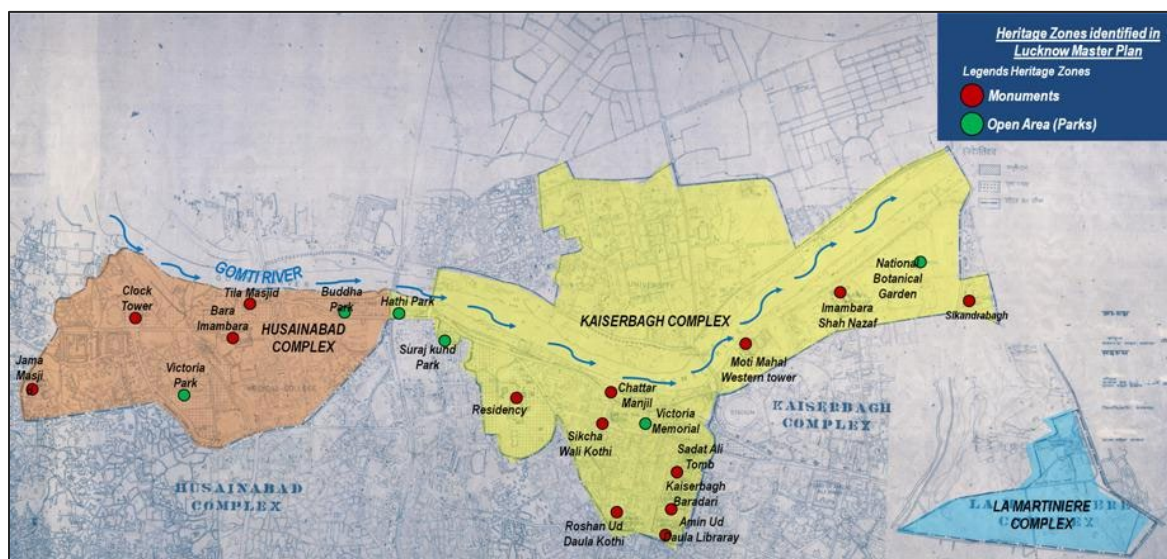


Figure 18: Identified Heritage Zones Identified in Lucknow Master Plan 2021

5.8: Authorities Responsible for Heritage and Tourism in Lucknow

Uttar Pradesh comprises a rich archaeological heritage characterized by a consistent continuity of human activity from the Paleolithic to modern times. This is evidenced by thousands of sites, remains, and monuments of archaeologically distinct periods in almost every part of the state. They represent various facets of history, art and architecture, language and trade, associated with those times. Statutorily only those sites and remains fall within the

definition of ancient sites and remains which have been in existence for more than hundred years. They include the sites or remains of ancient monuments, such portions of land adjoining the site, which may be required for fencing or covering in order to preserve such them and also the means of access to and convenient inspection of such monument. The responsibility for their protection and conservation is primarily vested with the Archaeological Survey of India (ASI) and State Archaeological Directorate.

5.8.1: Uttar Pradesh Department of Tourism

In order to prepare schemes relating to the development of tourism and to execute them, the Directorate of Tourism was established in the year 1972. In 1974 the Uttar Pradesh State Tourism Development Corporation was established to look after the commercial activities which are a part of development of tourism. In addition, the Food Craft Institute, Aligarh, which was under the control of Government of India, and later transferred to the Department of Tourism on 1-7-1985, providing training of subjects relating to tourism. In order to give training to students regarding the tourism and travel trade, a Tourism Management Institute has also been established in Lucknow which is now named as Manyawar Kanshiram Institute of Tourism Management (MKITM). Key aims of the Department of Tourism are as follows:

- a. To do proper publicity for all the tourism place to attract tourists.
- b. To maintain the historical, religious and cultural traditions of Uttar Pradesh and to promote them.
- c. To provide cheap, clean and satisfactory facilities to tourists in matters of transport, accommodation, food and recreation.
- d. To get factual and informative literature printed which highlight tourist spots and monuments, their cultural importance and other details, and make such literature available to tourists which will serve as a guide and provide necessary information to them in order to help them to explore India.
- e. To enhance and encourage the participation of the private sector in efforts of the state Government for providing necessary facilities to domestic and international tourists.
- f. To organize cultural shows on occasion of different fairs festivals and seminars with a view to attracting more and more tourists.

5.8.2: Acts and Regulations to Conserve the Heritage in Lucknow

The most significant sites and remains are declared protected under the provisions of The Ancient Monuments and Archaeological Sites and Remains Act 1958 by the Central Government. Their protection, maintenance and conservation are the responsibility of Archaeological Survey of India which has branch office in Lucknow to look after this works.

Other ancient archaeological sites and remains are declared protected under the provisions of The U.P. Ancient & Historical Monuments and Archaeological Sites & Remains Preservation Act, 1956 by the Government of U.P. Currently about 100 such sites and

remains have been declared protected under this Act. These are being protected, conserved and maintained by the Directorate of Archaeology U.P. Under a State Government Scheme. The purpose of this scheme is to preserve and display the architecturally and sculpturally more significant finds at the place of their recovery in specially constructed museums at the site itself.

5.8.3: UP's tourism policy envisages the following strategies for development

- Development of basic infrastructure, to be undertaken by government bodies.
- Planning tourist circuits through a master plan.
- Enhancing and encouraging the participation of the private sector in the state government's efforts at providing the necessary facilities to domestic and international tourists.
- Dovetailing development funds from different sources.
- Improving the product diversity to attract a range of tourists.
- Coordination between various government departments.
- Proper restoration of heritage properties and their publicity
- Providing cheap, clean and satisfactory facilities to tourists in matters of transport, accommodation, food and recreation.
- Organizing cultural shows at fairs, festivals and seminars with a view to attracting more tourists.
- Setting high standards and quality benchmarks for the tourism sector.
- Extensive and effective marketing of tourism products and services.

i. Identification of strategic themes and specific tourism projects:

In total ten projects have been identified by Uttar Pradesh Tourism to encourage the tourism in the state. Out of which two projects are identified for Lucknow area as given below:

ii. Improve the Lucknow experience by developing the Gomti Riverfront in Lucknow Hussainabad Area:

This could involve development of river bank pedestrian area providing docking facilities, dining and entertainment, shops etc. The document mentions Rs. 12.5 crore as the cost for development of river front and Rs. 4.5 crore for running the jetty and cruise boats. The improvement plan can also involve up-gradation of the existing facilities (Rs. 0.50 crore) and reactivate the Hussainabd trust (Rs. 15 crore).

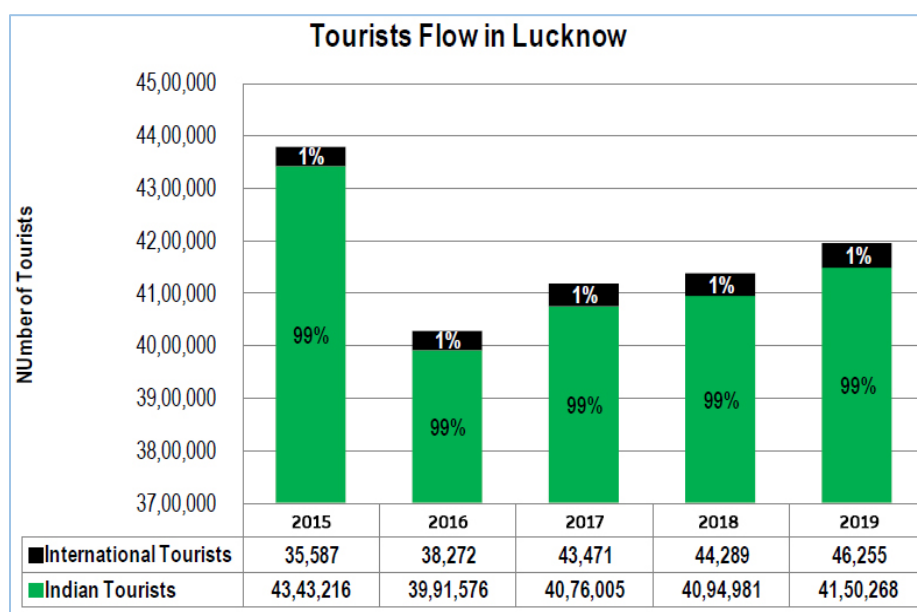
iii. Develop wildlife tourism in Dhudhwa with a train Link from Lucknow:

Dhudhwa National Park is spread over an area of approximately 500 sq. Km along the Indo Nepal border in Kheri District of Uttar Pradesh is best known for wild life and bird watching.

5.9 Tourism Inflow in Lucknow

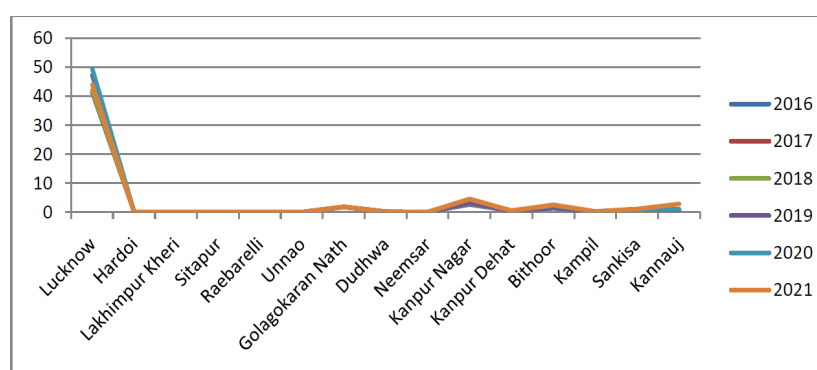
Tourist inflow data of the last five years has been shown in the table below divided into domestic and international tourists. As shown in the table flow in number of tourists coming to Lucknow has been consistence throughout the years. Almost 99% of the tourist visiting Lucknow are domestic and remaining 1% if international tourist.

Chart 12: Domestic and International Tourists Inflow in Lucknow



Source: uptourism.gov.in

Chart 13: Tourist Arrivals in Lucknow Region



5.9.1: Tourist Accommodation in Lucknow

As per the information available from Department of Tourism Uttar Pradesh, there are 150 registered hotels in Lucknow city with 6777 number of beds (2942 rooms). Apart from registered hotels there are 150-200 other hotels which are not registered with the department of tourism.

CHAPTER 6: INTRODUCTION TO THE STUDY AREA

6.1: The Cultural Importance of Core area of Chowk, Lucknow

Chowk is the oldest part of Lucknow located at the west side of the city, which has a rich history and heritage value. The area talks about the prosperous Nawabi era of the city and speaks of the rich cultural heritage of Lucknow. Lucknow has always been known for its Sham- e- Avadh, just like Subah-e-Banaras of Varanasi. Shaam-e-Awadhas has been famous and much has been written about it and its atmosphere of lilting sounds of music and ghungroo, mujra dances and melodious singing of ghazals and thumri as forms of light and classical music that was associated with it. Today many of the old characteristics of the area are not seen in Chowk. However, Chowk still shows the conviviality of a commercial area surrounded by residential clusters of different communities which add on to the Ganga-Jamuni tahzeeb of Lucknow.

Historically since Chowk was a place which was bound to have the presence of the patrons of the tawaifs who were mostly aristocrats, nobles, nawabs, jagirdars, taluqadars, wasiqadars, mahajans (money lenders) and highly placed officers of the Nawabi administration and were supposedly connoisseurs of arts and crafts; the market had gold and silversmiths, dealers of precious stones and engravers called nageen taraash, ivory craftsmen, cloth merchants who dealt in chikan, zardozi, kaarchob, kamkhaab and silk items of clothing, that the rich could afford.



Figure 19: Map of Chowk, Lucknow

Food: Lucknow not only reminds for its Nawabi culture, craft and architecture but is also known for its impression on cuisine that developed in the city. Lucknow cuisine has carved its niche in the international tourism map. In Lucknow especially old Lucknow had a unique identity and individuality, reflecting the richness and royalty of the past. Lucknow has been related well with its tunday kebabs, makkhan malai, sheermal, paan gilori etc. Lucknow has an immense untapped potential in the age-old traditional street food which is today struggling for its existence.

Clothing and handicrafts: The city is synonymous for its intricate zardozi and chikankari embroidery. This handicraft is losing its sheen in today's fast moving technological world. However, many non-governmental organizations have come forward for the revival of these handicrafts. Zardozi and Chikankari has today started making its presence felt in the international fashion scene.

Historical Buildings: Lucknow has a history of various time periods ranging from the Nawabi era to the colonial era and the post-independence time. It is a place which is known for the Indo Sara scenic architecture style. The Imambaras, the step well, the traditional kothis etc. are good examples of Nawabi era and on the other hand the Constantia of La Martiniere Boys College is today a UNESCO's world heritage site.

Literature: The 19th century was a period when the Nawabs of Lucknow encouraged almost all art forms in the city. Lucknow became famous for the various Urdu poets and literature. Nawab Wajid Ali Shah patronized many poets in his court. Poets like 'Baqar', 'Ahmad Mirza Sabir', 'Mufti Munshi', and 'Aamir Ahmad Amir' became famous during that time.

Dance and performing art forms: Lucknow is the birth place of the Lucknow Gharana of the traditional dance form Kathak. The dance form got the patron ship of the Nawabs of Lucknow during the Pre-Colonial era. Lucknow has been famous for the traditional story telling art form of Dastangoi. Dastangoi has its origin in the Persian language. Dastan means a tale; the suffix -goi makes the word mean "to tell a tale".

Socio- cultural heritage: Lucknow has often said to be synonym of culture. For Lucknow, culture is not just in its architecture but in its every nook and corner. It is in the language, attire, food, folklore, music and the life of its people. This culture comes across significantly whenever given a chance. But the unfortunate reality is that it has never been given even half a chance.



Figure 20: Cultural Tourism in Lucknow

6.2: Demographic Profile of Chowk, Lucknow

Table 17: Physical Parameters

Area (2020)	2.32 km ²
Population (2020)	37700
Population Density	16282 people per km ²
Male Population	19628
Female Population	18072
Nearest airport & distance	Chaudhary Charan Singh International Airport, 9.54 km
Nearest Railway Station & Distance	Lucknow City, 1.26 km

6.3: The intangible cultural heritage of Chowk, Lucknow

Lucknow has always been known for etiquette (principles of social behaviour). Furthermore, it has been known to be a centre of culture and good manners in the whole country. The interest of almost all the people of Lucknow in language, poetry and music could be seen in the etiquettes among them.

During the Nawabi era, development happened in almost all the fields. Urdu language, the elite language of the army officers and the nobles is supposed to have originated from Delhi and its poetry in the Deccan. However, it was in Lucknow that the Urdu poetry was developed. The language and the poetry developed over a long span of time showing nearly seven phases of development. This is an indication of a strong tradition of linguistic eloquence that is often known as the ganga- jamuni tahzeeb. This rich tradition is even today seen in the language of the common man who has been poetically inspired and uses thoughts, similes and metaphors from Urdu poetry in his conversation.

Dastan Goi, the art of story-telling gathered much attention, had its roots from Arabia, where story telling was quite prevalent in assemblies and gatherings before coming down to the Mughal courts of Delhi. However, it soon shifted to Lucknow because of Nawabi patronage. Dastan Goi has had a great effect on the language of the general public of the city.

Lucknow has been known for the development in the Unani medicine system. Although the Muslim medicine method is quite old, but it is said that this could survive in the history, it was because of India. During the Nawabi era, nearly all the good physicians chose to come to Lucknow from Delhi because they were often rewarded extra apart from the regular emoluments.

The art of calligraphy and penmanship are both related with learning and creativity. It was during the time of Nawab Asaf ud Daula, when this art got famous in Lucknow.

It is said that when the men of Lucknow gave up the territorial conquests and did not have the courage to face the negative aspects of war, their warlike instincts led them towards animal fighting. This had developed as a full-fledged sport where the courtesans could witness intrepidity and bloodshed. The kind of animal combat which happened in Lucknow was probably never seen in any part of India. This combat was not just limited to animals but was spread in various ways: animal combat, cock fighting, kabutar bazi and patang bazi.

Lucknow has been known for the Lucknow gharana in North Indian music and kathak dance form. Nawab Wajid Ali Shah was a big patron during whose era there was a lot of development in the two art forms. The Royal court of Awadh has always been a welcome destination for all the musicians and dancers. Lucknow has been famous for the male theatrical skill called bhands. Here the young male members dress up in female attire and take part in theatrical performances. Even the bhands from Delhi got a royal encouragement in the courts of Lucknow during the Nawabi era. Soon the male performers were replaced by domnis (the female entertainers). They evolved further into mirasans (female singers) and jagnis (troupe of female singers who sang throughout the night to keep the female members of the family awake throughout the night) in the weddings as singers.

Lucknow has always been known for its cuisine. The Royal court not only gave patronage to performing arts, but also to the development of the art of gastronomy. It became a trend in Lucknow that the food should look very light but should be heavy to digest. The cuisine of Lucknow shows this quality. Experimentation and innovation in the food have been a trend in Awadhi cuisine since the Nawabi era. Nawabs gave lot of importance to the etiquettes of consumption of food as well.

Awadhi fashion is incomplete without chikankari and Zardozi embroidery. Both these art forms flourished under the patronage of the Nawabs of Lucknow. Lucknow became one of the biggest centres for Zardozi embroidery in India during the Mughal rule. The hukkahs, the pan daan, the lota and the peek daan (the spittoons) have been integral parts of the society of the city for a long time. Lucknow has seen lot of refinement in the pan making, the hukkah and pan daan design.

6.3.1: Description of Chowk, the core area of Lucknow

Chowk is the oldest part of Lucknow, the pre-Nawabi, medieval city, developed at right angle to the river and guarded by the Macchi Bhawan fort on the Southern bank. This was the road for the travellers coming in from Kanpur, and the south. The main spine of the Chowk has two gates at its both ends namely Gol Darwaza and Akbari Darwaza.

This street was built in the time of Asaf-ud-daula; but it is, probably, of an earlier date, because the southern gate, Akbari Darwaza, was built in the reign of Akbar.

It was a place which housed the courtesans, aristocrats, nobles, nawabs, jagirdars, taluqadars, wasiqadars, mahajans (money lenders), numerous highly placed officers of the Nawabi administration, and supposedly connoisseurs of arts and crafts. The courtesans were accomplished in dance and music. The Chowk became known to the British as red-light area. They were packed away in the early '50s under Government orders.

6.3.2: Location of Chowk

Lucknow is divided into two sectors western and eastern sector. Chowk lies in the old city part in the western sector, south of River Gomti. The major roads that define the extent of the area are Victoria Street, Kamla Nehru Marg and NH-25 1. The major commercial spine is the street that originates from Gol Darwaza at Chowk Chauraha and terminates at Akbari Darwaza.

6.3.3: Cultural significance

Chowk has played a vital role in the development of the culture of Lucknow. It has one of the oldest markets in Lucknow with narrow streets which signify the historical and cultural heritage of the city. The market spine is a hub of many of the intangible handicrafts. The market had jewellery shops, the pan and hukkah shops, perfumeries, dealers of precious stones and engravers, ivory craftsmen, merchants dealing with chikan, zardozi and zari works. There are shops of traditional footwears, flower shops, etc. which add to the conviviality of the place. Chowk is a place where we find a mix of people of different communities living together through decades. It is a place which full of activities on every festival, be it of any community and a place where everybody equally celebrates all the festivals.

6.3.4: Major important buildings in Chowk area

The major heritage complexes identified on the basis of their historical and social importance as per the secondary sources are:

- Gol-Darwaza – Khun Khun ji Kothi
- Police Station 1905 (Kothi Nawab Aali Qadar)
- Machhali wali Baradari (Bhola Nath Darmshala)
- Sri Kalli Ji's Ram Mandir
- King's Unani Hospital-1834
- Kaptan Ka Kuwan (Fateh Ali Khan)
- Farangi Mahal – Madrasa-e-Nizamia (Hata-a-Charag Beg) Aurangzeb's Farman
- Traditional 'Kotha' Opp. Farangi Mahal
- Phool Wali Gali
- Sambhavnath Jain temple
- Clusters of Katari tola
- Baba Vishwanath temple (Chota Kashi)
- Krishna temple

- Nepali Kothi: Nawab's healing centre
- Hiran Park: 1st Cinema Hall in Chowk, "Laxmi Theatre"
- Taksal wali Gali- Shershah Suri
- Tehsin Ki Masjid
- Akbari Darwaza

6.4: The tangible cultural heritage of Chowk, Lucknow

Chowk is also a stage for many heritage buildings which tell the stories of the bygone era. There are several religious buildings in Chowk like Kalli Ramji Mandir, the Bisati Masjid, Saudagar Imambara, Sambhavnath Temple, Tehsin ki Masjid, Mohammadia Masjid are situated together with number of institutions like Madarsas and the spacious Darul-Shafa (the old King's Unani Hospital). These vintage edifices represent our history and glorify our past. Known and celebrated for its magnificent palace complexes, gateways, and Imambadas the capital of the kingdom of Awadh is home to a unique style of architecture; marvellous and outstanding in its own way. Grand palaces, mosques, and mausoleums were erected during the Nawabi era, which in turn paved the way for the aesthetic and stylistic identity of the kingdom of Awadh inspired by the architectural marvels of the great Mughals with a European flavors.



Figure 21: Heritage sites of Chowk, Lucknow

The architecture of the Nawabs commands international importance in the world of heritage and this was verily brought out during the crumbling down of the mighty Mughal Empire [4]. As the Mughal Empire weakened the Nawabs of Murshidabad, Awadh and Hyderabad began to establish their own independent states. The architecture sponsored by the rulers and inhabitants of these new domains was heavily dependent and therefore inspired by the Mughal style established during the reign of Shah Jahan and Aurangzeb, yet in each case,

new formal interpretations and meanings gave way to older forms. The results were often highly creative expressions, reflecting the religious attachment and expressions of these new kingdoms. Architecture under the Nawabs of Awadh was quite a perceivable mission, with the new stately union endeavoring to make a mark striving to come out from the shadow of the Mughal empire. Most of the great heritage structures and monuments of India are made of stone and some of them have an iron frame within. But in Awadhi architecture, brick and mortar have been shaped into impressive structures contributing to the development of a unique style and form.

6.4.1: Present situation of Chowk

The present situation in the core city areas of almost all the Indian cities is the tale of constant transformation. It has been established that revitalization is required to save the cultural heritage of such core areas. There are many stakeholders and the concerned authorities are divided in their approach towards the conservation of core areas. No efforts have been made towards conserving the heritage of Chowk. Apart from the few notified buildings in the core areas, the rest of the heritage buildings, which are not notified, are the most neglected. Due to the lack of proper coordination with the authorities and absence of byelaws in the core areas, there is a constant market pressure to change the building function and type. The research identifies the heritage sites where coordination between various agencies is required to carry out the conservation process.



Figure 22: Present situation of Chowk

The findings from the survey have elucidated the reasons for the present situation in the core area of Chowk. They are:

- i. **Disintegration of the properties:** The findings from the survey clearly indicate that majority of the properties have disintegrated or are in the process of gradual disintegration. This may have been due to many reasons like family dispute, families selling the properties, division of property among the grown family members, etc. The households are mostly inherited from the forefathers and the value of the property is a shared financial asset of the owners. Thus, we find multiple owners of old property.

- ii. Tenancy system in the core area of Chowk: The survey indicated that many of the rented properties were under the purview of the Rent Control Act, 1972. The rent being paid by the tenant has not changed since a long time. Numerous legal cases are pending in the courts and they end up paying a small amount as rent. Thus, the owners are not interested in improving the conditions of the building. On the similar lines, many of the shops have been rented since decades on the prevalent pagri system. The pagri system is a kind of the renting system where the tenant becomes a part owner of the property (not the land) and has got the rights to sell the same. However, in this system the tenant must pay a large sum of money in the beginning which takes care of the escalation in the property prices. In this system, the tenant must pay one-third of the pagri taken from the new tenant when the old tenant transfers the property to the new tenant.
- iii. The fragmented properties and the Rent Control Act have resulted in rental properties which are cheap alternatives for the migrating population who have come to the city for better job prospects. This is resulting in new people coming to the core city area of Chowk which is negatively impacting the cultural heritage of the place.
- iv. Multiplicity of public agencies in the core areas to take care of the infrastructure and development results in a lack of coordination between the agencies. The agencies involved are Municipal Corporation, Lucknow Development Authority, Town and Country Planning
- v. Organization, Jal Nigam, and UP Electricity Board. The lack of vision and coordination among the various agencies has resulted deterioration of the core.
- vi. Lack of connectivity from the rest of the city is a major aspect of the research on Chowk. This is affecting the lifestyle of its original inhabitants. The extreme disparity between the core areas and the new developed areas of the city is a reason for the young generation to migrate to the new developed areas.
- vii. Lack of awareness among the residents of the Chowk regarding the heritage value of the place is one of the reasons for their ignorance. There is a need for organized tourism-related activities that will contribute in the sustainable development of the cultural heritage of the core area of Chowk while respecting its socio-cultural values and traditions.
- viii. The present conservation policy focuses on buildings only and has no coordination with the local development or the municipal authorities. The research helps in recommendations for the conservation guidelines in a more holistic way. The literature review of urban revitalization studies across the world, expert reviews, case studies of urban heritage cores in India, the findings of the survey done in Chowk, Lucknow shows that conservation of Chowk's tangible and intangible heritage is essential.

6.5: The Heritage Walk of Lucknow

The aim of the heritage walk is to make the people aware about the rich cultural heritage of the city. The purpose of this walk is to make the new generation aware about our assets and heritage and teach them how to conserve it. The Lucknow heritage walks take place every weekend and conducted by experienced and knowledgeable walk leaders/volunteers. Visitors are provided with illustrated information material which includes relevant facts about the monuments, a route map etc.

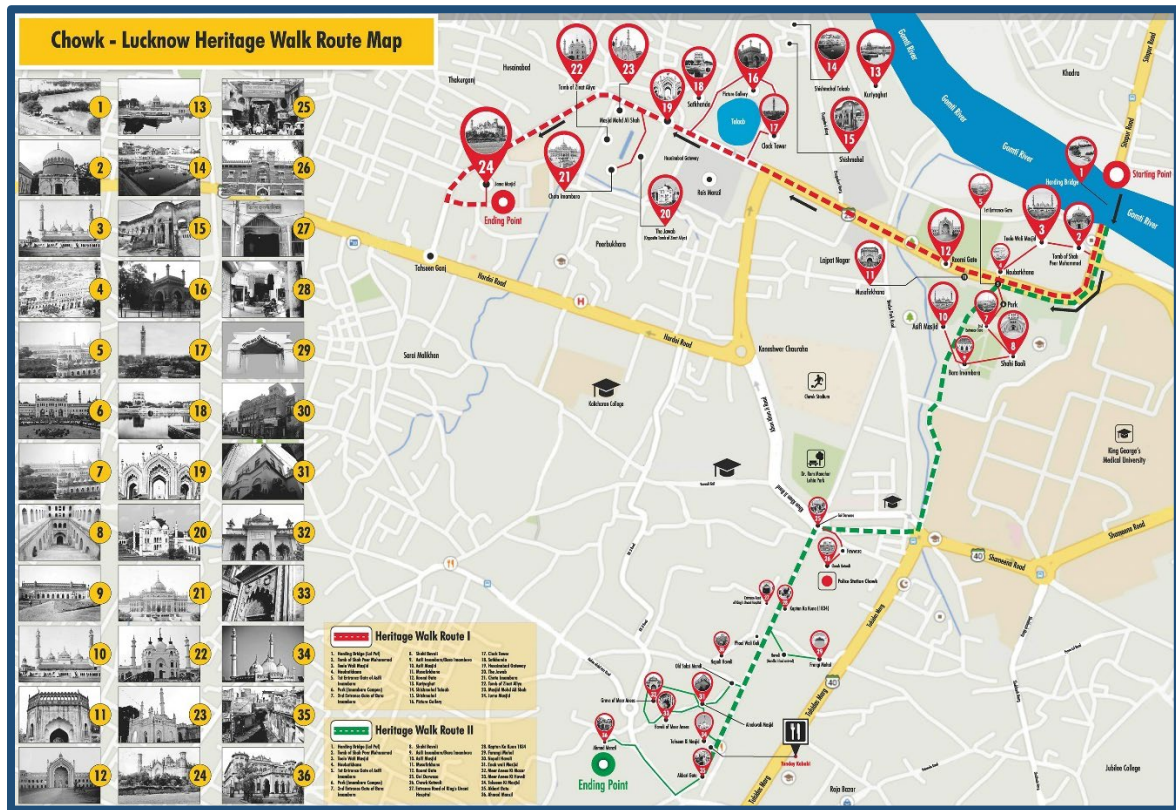


Figure 23: Heritage walk of Lucknow

- The aim of the heritage walk is to make the people aware about the rich cultural heritage of the city. The purpose of this walk is to make the new generation aware about our assets and heritage and teach them how to conserve it.
- The purpose of this walk is to make the new generation aware about our assets and heritage and teach them how to conserve it.
- The Lucknow heritage walks take place every weekend and conducted by experienced and knowledgeable walk leaders/volunteers. Visitors are provided with illustrated information material which includes relevant facts about the monuments, a route map etc.

- Chowk has played a vital role in the development of the culture of Lucknow. It has one of the oldest markets in Lucknow with narrow streets which signify the historical and cultural heritage of the city.
- The major commercial spine is the street that originates from Gol Darwaza at Chowk Chauraha and terminates at Akbari Darwaza.
- The major commercial spine is the street that originates from Gol Darwaza at Chowk Chauraha and terminates at Akbari Darwaza.
- The market spine is a hub of many of the intangible handicrafts. The market had jewellery shops, perfumeries, ivory craftsmen, chikan, zardozi and zari works.

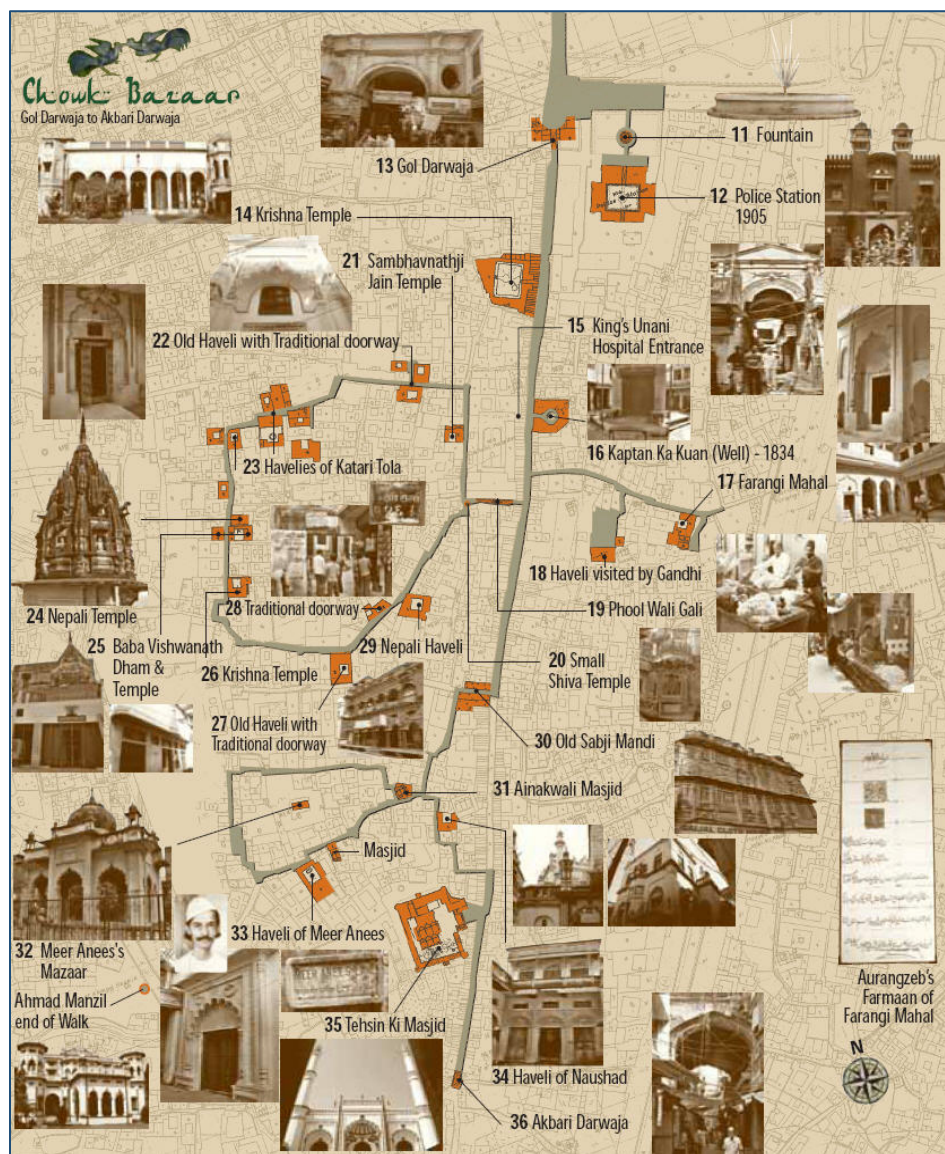


Figure 24: Chowk Bazaar, Lucknow

6.6: Economic Profile

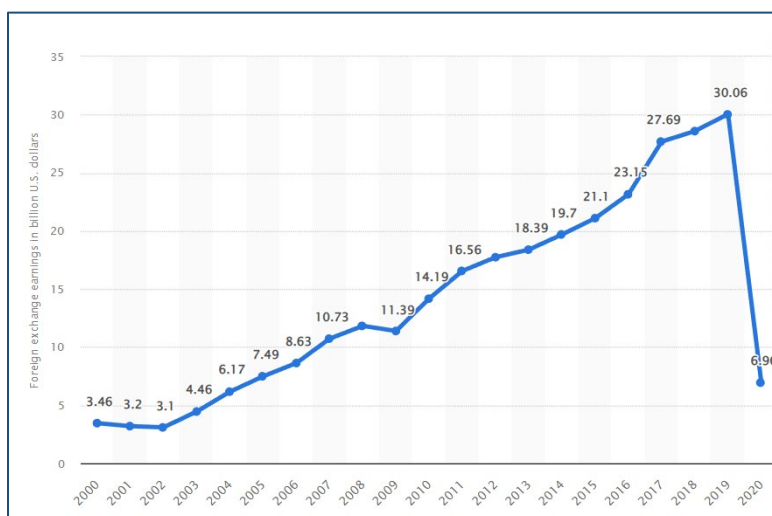
Table 18: Economic Profile

<ul style="list-style-type: none"> The direct contribution of travel and tourism to GDP in 2016, was INR 480.9 thousand Cr'. Further, the sector indirectly supported 4.034 Cr jobs and directly supported 2.54 Cr jobs in 2016.
<ul style="list-style-type: none"> The direct contribution of travel & tourism to GDP is expected to reach INR 994.9 thousand Cr by 2027.
<ul style="list-style-type: none"> During 2011-17E, direct contribution of tourism and hospitality to GDP is expected to register a CAGR of 7.5%.
<ul style="list-style-type: none"> Visitor exports generated IN R 152.9 thousand Cr. This is 5.4% of the country's total exports.
<ul style="list-style-type: none"> Travel and Tourism investment in 2016 was INR 228.5 thousand Cr, 5.7% of total investment.

Source: Ministry of Tourism, Economic Times

In 2020*, India earned US\$ 6.15 billion in foreign exchange of from tourism. During 2019, India earned foreign exchange of US\$ 29.96 billion from tourism, recording a y-o-y growth of 4.80%. Foreign exchange earnings (FEEs) from tourism in India witnessed growth at a CAGR (Compound Annual Growth Rate) of 8.96% between 2007 and 2019.

Table 19: Foreign Exchange Earnings from Tourism in India



6.6.1: Highlights of Uttar Pradesh Tourism Policy

Stamp Duty

- 100% stamp duty for land transfer charges of Heritage hotels will be reimbursed by the Tourism Department

Conversion and Development charges

- Land use conversion and development charges shall be waived off for all new tourism units

Luxury Tax (Prior GST)

- Exemption for all new tourism accommodation units for the next five years

Trade Tax (Prior GST)

- Restaurants in newly constructed hotels to be exempted from trade tax for the first five years

Entertainment Tax (Prior GST)

- Newly constructed theme parks, amusement parks and water parks to be exempted for the next five years

6.7: Transportation

The excessive use of the street has led to lot of traffic ingress into the area rendering movement of the people almost impossible during the daytime and especially peak hours. width of the street varies at places from 6m to 3m approx. Due to the organic nature of the spine, width of the street is varying which creates issues related to congestion. Loading and unloading of goods is difficult No Parking space for the residents, shopkeepers and visitors, Lot of congestion is created since most of the vehicle, of shopkeeper, are parked on the street itself. High Population and Buildup Density, with around 90% built-up areas which has led to no Space for further development



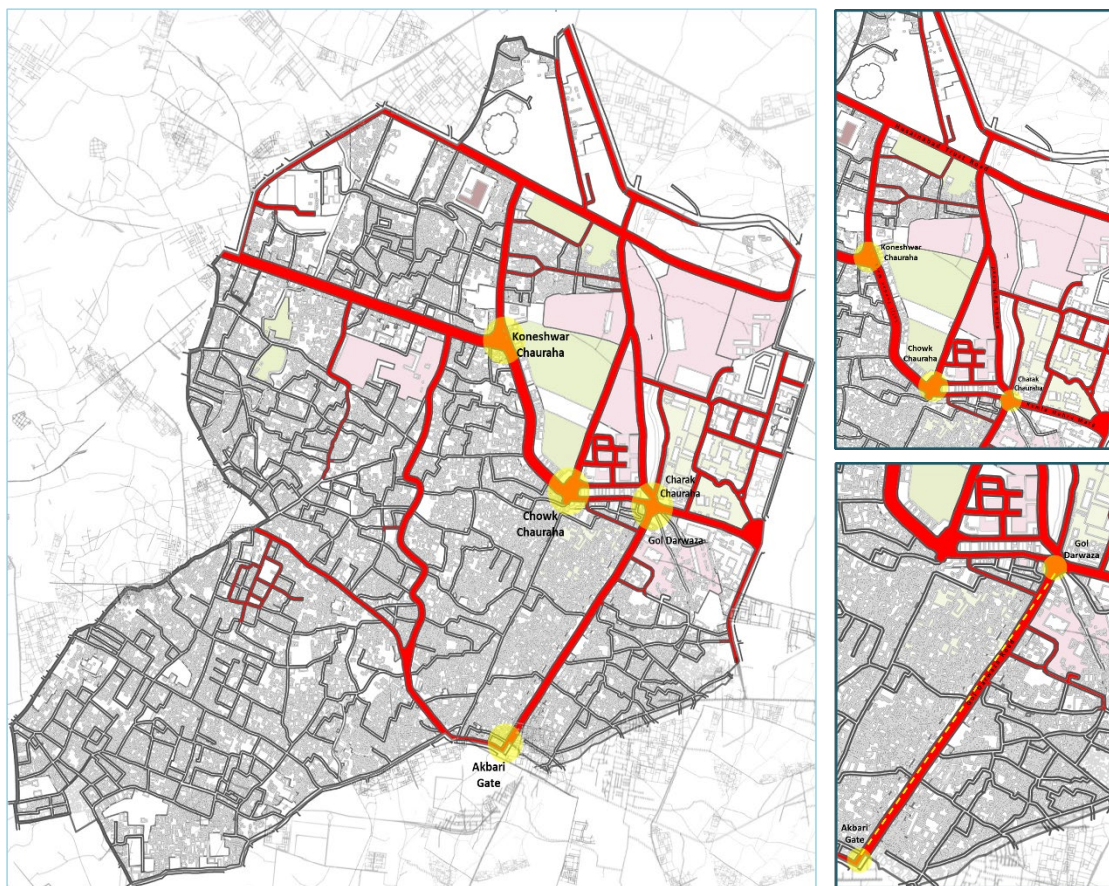


Figure 25: Road Network of Chowk, Lucknow

6.7.1: Lucknow Metro

Table 20: Lucknow Metro

Corridors	Elevated (km)	Underground (km)	Total Length (km)
North – South Corridor (CCS Airport to Munshi Pulia)	19.438	3.440	22.878
East – West Corridor (Lucknow Rly. Station to Vasantkunj)	4.548	6.550	11.098
Total	23.986	9.990	33.976

The East-West corridor starts at Charbagh Railway Station and ends at Vasant Ken. Both lines will intersect at Charbagh. An extension line from Indira Nagar –Gomti Nagar – Polytechnic Crossing will extend it to Patrakarpuram, Gomti Nagar.

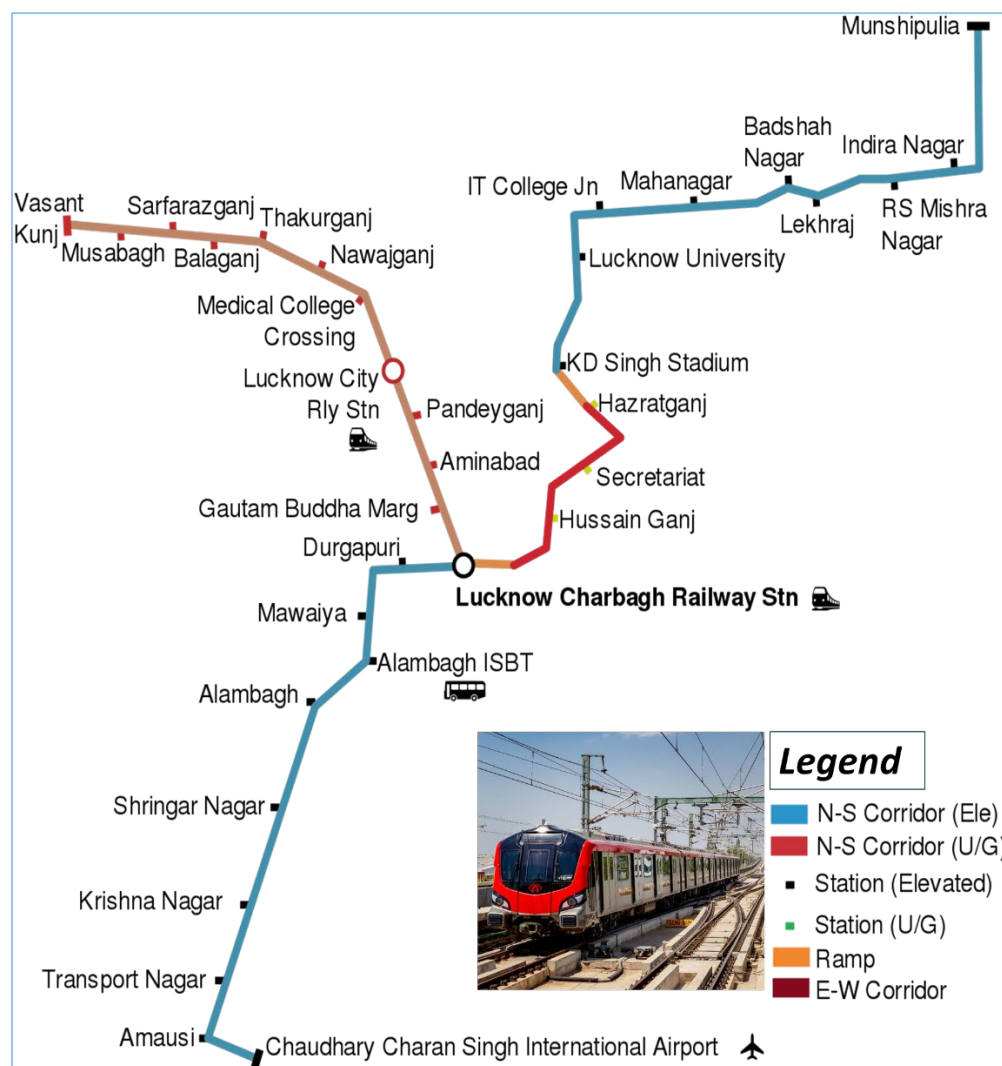


Figure 26: Proposed Route Map of Lucknow Metro

Lucknow Metro Route Map consists of two lines in the Lucknow metro system. Blue line is the first line that started its operation and the red line is the second but it is under construction as of now.



6.8: Problem Identification

- Dilapidated condition of structures: Many of the heritage structures are in dilapidated condition. Washed out walls, broken structures and faded embroidery.
- Unavailability of infrastructure and services: There is absolute lack of proper drainage and sewerage system in the residential areas around the heritage structures. Lack of facilities like eating joints and organized retail spaces near the monuments.
- Absence of monitoring: There is no authority or officials from LMC responsible for timely monitoring of the heritage structures.
- Haphazard development: Unplanned and unorganised development can be seen around various monuments in Lucknow. At many places slum development can be observed. As per the master plan and zoning regulations there are restriction on building height and distance from the structures however, it does not seem to follow in whole of the city area.
- Demarcation of heritage zones: Apart from heritage structures under ASI and SAD, there are numerous building and structures more than 100 years old which need to be protected and conserved. Aminabad and Chauk are the oldest areas in Lucknow full of such structures which are in dilapidated condition due to ignorance.
- Lack of promotional activities: There is lack of promotional activities in Lucknow to conserve and protect the heritage structure and values. Resident of the city are not even aware of the importance of culture and heritage of city.
- No promotion for local art and craft: Not only heritage, Lucknow's local art and craft like Zardosi, Terracotta work is also famous and more than century old. No measurements have been taken to preserve or promote the local workers engaged in these activities.
- Lack of awareness among public: People visiting the monument or staying in the surrounding area are not concern to save the heritage of the city. Littering within the premises of the heritage structure can be seen.
- Absence of local area plan or zonal plan: There is only master plan available to govern the development of the city. No zonal level or local area level plans are available. There is need to prepare local area plans to identify the issues and meet need at micro level.
- Absence of heritage cell in LMC: There is no cell or department in LMC to look after the conservation of heritage structures in Lucknow. Due to absence of any authority it is not possible to keep the track on the buildings and structures not coming under ASI and SAD list.
- No proper documentation of heritage structures: No proper documentation or inventory is available which list down all the heritage structures in Lucknow.
- Encroachments of Monuments: As per the discussion with the officials and visual observation most of the monuments are encroached by people. Maximum encroachments are residential followed by commercial and institutional. Some of the monuments are Imambaras, Asafi Masjid, Hussainabad Picture Gallery, and Rauza-e-Kazmain etc.

- Ownership of the monument: All the protected monuments are owned by private trust or some religious body however ASI is responsible only to protect the structure. Involvement of multi-level agencies leads to conflict in the renovation and redevelopment works.
- Absence of zonal bylaws: Development control norms and building regulations available in Master Plan and ASI documents apply to whole of the city however there have been drastic changes varies from area to area. It is not justified to apply same architectural norms and development regulation for all the areas.

6.8.1: S.W.O.T

Table 21: S.W.O.T Analysis

Strength	Weakness
<ul style="list-style-type: none"> ➤ Lucknow has enormous potential for tourism activities due to its rich culture and presence of heritage monuments. ➤ Presence of national parks and religious places within the radius of 200-300 km from Lucknow can boost up the regional tourism. 	<ul style="list-style-type: none"> ➤ Poor accessibility to many tourist destinations due to basic Infrastructure bottlenecks. ➤ Lack of tourist infrastructure & basic amenities at many tourist destinations. ➤ Lack of information about tourist destinations. ➤ Auto Rickshaws are only mode of public transport. Poor public transport facility.
Opportunity	Threats
<ul style="list-style-type: none"> ➤ Heritage and tourism can be promoted not only at city level but regional level also. ➤ Presence of grand monuments and famous cuisines can attract the tourists. ➤ Development of dedicated transport facilities to enhance the tourism flow in city. 	<ul style="list-style-type: none"> ➤ Encroachments near monuments are degrading the surroundings. ➤ Development of slums near the monuments. ➤ No restriction on development pattern near the heritage structures.

6.9: Data Analysis

A field survey was conducted in order to examine the view perception of tourists regarding tourist attractions, services enjoyed and their satisfaction with the quality and coverage of the services. Tourist perception regarding tourist destinations, tourism infrastructure and services has direct bearing on tourism resources development, delivery of tourism services and development of tourism infrastructure as tourists' preferences and choices regarding tourism products, services and resources determine the strategic planning of tourism development.

Gender of respondents is about 55 per cent respondents were male while 45 per cent respondents were female. The proportion of female respondents was recorded high among foreign tourists.

Table 22: Gender of Respondents

Place Of Domicile	Male	Female	Total
Domestic	88	69	157
	56.1%	43.9%	100.0%
Foreign	25	25	50
	50.0%	50.0%	100.0%
Total	113	94	207
	54.6%	45.4%	100.0%

Age of respondent-wise place of domicile is Majority of the respondents were from the age group of 45-50 years. This was found more pronouncing in case of domestic tourists. About 20 per cent respondents were from the higher age group i.e., more than 50 years.

Table 23: Age of Respondent-wise Place of Domicile

Age Of Respondent	Domestic	Foreign	Total
Less Than 25 Years	17	0	17
	100.0%	0.0%	100.0%
25- 40 Years	74	0	74
	100.0%	0.0%	100.0%
40-50 Years	50	24	74
	67.6%	32.4%	100.0%
50-60 Years	16	19	35
	45.7%	54.3%	100.0%
60+ Years	0	7	7
	0.0%	100.0%	100.0%
Total	157	50	207
	75.8%	24.2%	100.0%

Gender-wise place of domicile is more than 3/4th respondents were domestic tourists. This was found more pronouncing in case of male tourists. However, a higher proportion of foreign respondents were females.

Table 24: Gender-wise Place of Domicile

Gender	Domestic	Foreign	Total
Male	88	25	113
	77.9%	22.1%	100.0%
Female	69	25	94
	73.4%	26.6%	100.0%
Total	157	50	207
	75.8%	24.2%	100.0%

State-wise distribution of respondents is domestic tourists were mainly from Uttar Pradesh followed by Maharashtra, New Delhi, Punjab and Telangana. This is because of the fact that survey was conducted with the help of travel and tour operators who generally provide services to the group of tourists.

Table 25: State-wise Distribution of Respondents

Place Of Domicile	Foreigners	Maharashtra	Punjab	New Delhi	Telangana	Uttar Pradesh	Total
Domestic	0	34	17	32	17	57	157
0.0%	21.7%	10.8%	20.4%	10.8%	36.3%	100.0%	
Foreign	50	0	0	0	0	0	50
100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Total	50	34	17	32	17	57	207
24.2%	16.4%	8.2%	15.5%	8.2%	27.5%	100.0%	

Country-wise distribution of tourists is foreign tourists were mainly from France, England, Poland and Sweden. As survey was conducted with the help of tour operators in Lucknow and we approached a group of foreign tourists and thus, a higher proportion of tourists was reported from one country.

Table 26: Country-wise Distribution of Tourists

Place of Domicile	Domestic	England	France	Poland	Sweden	Total
Domestic	157	0	0	0	0	157
	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Foreign	0	13	23	4	10	50
	0.0%	16.0%	46.0%	8.0%	2.0%	100.0%
Total	157	13	23	4	10	207
	75.8%	3.9%	11.1%	1.9%	0.5%	100.0%

Number of visits to destination is shown about half of the respondents reported that it is the first visit to Lucknow. It was found more pronouncing in case of domestic tourists. About 46 per cent foreign tourists revealed that they have come to the destination for the second time while about 10 per cent foreign tourists further reported that they have visited Lucknow for several times. Similarly, about 1/3rd domestic tourists have visited Lucknow for several times. Thus, Lucknow has emotional bondage with the tourists.

Table 27: Number of Visits to Destination

Place Of Domicile	First	Second	Third	Several	Total
Domestic	86	19	0	52	157
	54.8%	12.1%	0.0%	33.1%	100.0%
Foreign	16	23	6	5	50
	32.0%	46.0%	12.0%	10.0%	100.0%
Total	102	42	6	57	207
	49.3%	20.3%	2.9%	27.5%	100.0%

Majority of the respondents rated the facilities of restaurants, hotel range, accommodation, tour operators and travel agents, handicrafts, souvenir shops, local conveyance, exposure to local arts, crafts and traditions as good and excellence. However, a large number of respondents rated the facilities of publicity materials, maintenance of monuments /temples / sites, tourists guide, travel guides as poor and very poor

The respondents were asked that whether they have visited factory outlet of chikankari/zardozi. More than half of the respondents reported that they have visited factory outlets of chikankari/zardozi. It was found more pronouncing among foreign tourists (80 per cent) as compared to domestic tourists (42.7 per cent). However, about 57 per cent domestic tourists have not visited the factory outlet of chikankari

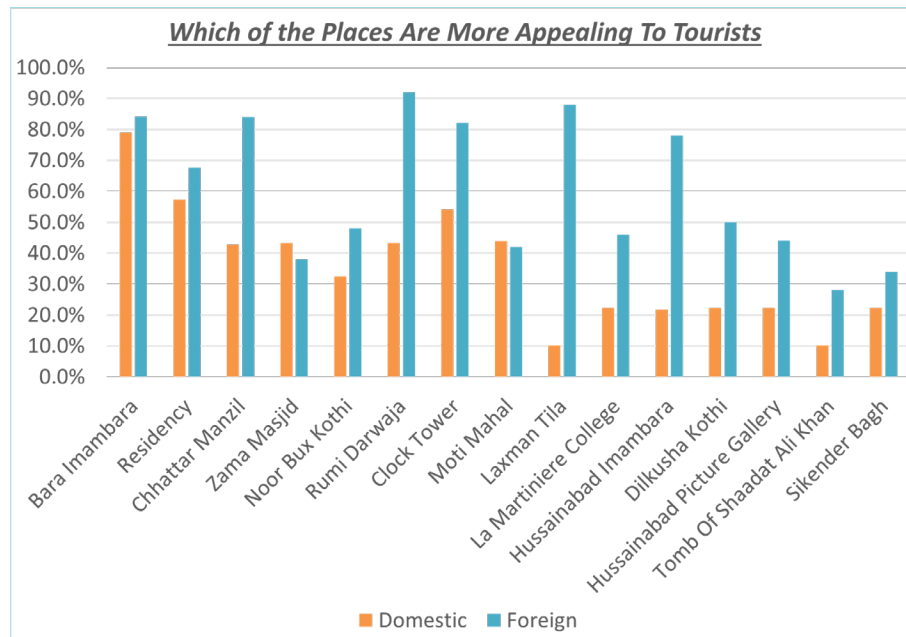
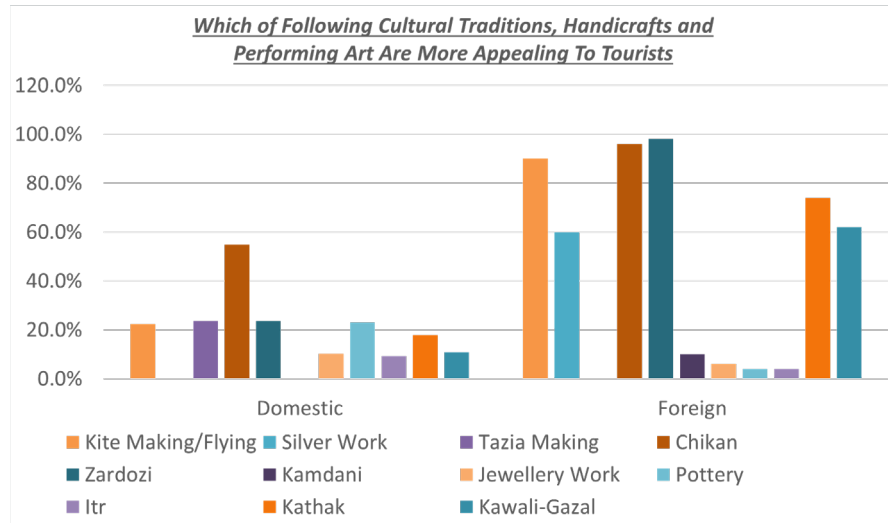
Table 28: Whether You Have Visited Factory Outlet of Chikankari/Zardozi

Place Of Domicile	Yes	No	Total
Domestic	67	90	157
	42.7%	57.3%	100.0%
Foreign	40	10	50
	80.0%	20.0%	100.0%
Total	107	100	207
	51.7%	48.3%	100.0%

The respondents were asked that whether they have purchased chikan /zardozi clothes. Most of the respondents revealed that they have purchased chikan/zardozi clothes. It was found more pronouncing among foreign tourists (100 per cent) as compared to domestic tourists (76.4 per cent). However, slightly less than 1/4th domestic respondents revealed that they have not purchased chikan /zardozi clothes.

Table 29: Have You Purchased Chikan/Zardozi Clothes

Place Of Domicile	Yes	No	Total
Domestic	120	37	157
	76.4%	23.6%	100.0%
Foreign	50	0	50
	100.0%	0.0%	100.0%
Total	170	37	207
	82.1%	17.9%	100.0%



The respondents were asked about tourist places which appeal more to them. Bara Imambara, Residency, Clock Tower, Rumi Darwaza, Chhattar Manzil, Moti Mahal, Jama Masjid, Cathedral Church, Ambedkar Park, Hussainabad Imambara, Noor Bux Kothi, Laxman Teela, La Martinere College, Hussainabad Picture Gallery, Dilkusha Kothi, Sikandar Bagh, NBRI, Gautam Buddha Park, Saheed Samarak and Shahnajaf Imambara are more appealing to tourists. However, places of tourist's attractions vary depending upon nature of tourists. Foreign tourists reported that historical places and particularly places associated with Britishers are more appealing to them while domestic tourists revealed that places associated with Nawabs and modern places such as Janeshwar Mishra Park, Indira Gandhi Planetarium, Samta Moolak Chowk, Zoo, Ambedkar Park are more appealing to them.

CHAPTER 7: RESULT AND DISCUSSION

Lucknow has been famous for Awadhi cuisines as the Nawabs of Awadh were renowned for their extravagance and their patronage of the best craftsmen. It is suggested that street food should be promoted however; hygiene and cleanliness should be strictly regulated besides ensuring traditional flavor, taste and quality of food.

Certain areas such as streets of Chowk, Aminabad, Hazratganj, behind Tulsi theatre, Gomti Nagar etc. be developed for veg and non-veg food points besides ensuring the availability of basket chaats, paan, kulfi, sweets, firni, etc.

The cultural heritage of Lucknow such as mosques, tombs, imambaras, forts, kothis, bowlies, gardens, temples, and other historical buildings as well as monuments need attention for conservation and protection. The conservation of Lucknow monuments needs a clinical approach.

The first and foremost step of conservation is the diagnosis of building or heritage sites to be preserved. Then finding out of the cause of damage is required for adopting positive approach for preservation. In order to conserve the monuments, there should be careful selection of conservation material so that there is no further decay of historical monuments.

Lucknow, despite of having a glorious past has not been able to showcase itself in the global tourism map. Lucknow was once called by various names like The Constantinople of India, the city of the Nawabs, Shiraz-e-Hind, the Golden City of the East, Choti Kashi. The city still remains undefined, unexplored and mystic. The core area of the city, Chowk offers the variety of reasons for the enhancement of tourism but has not been able to showcase its potential. The lack of interest by the administration is a reason for the slow decay that the core city area is facing today.

Today the concern is that if this decay is allowed to happen, soon the city might lose its cultural heritage potential. The core city areas are showing signs of rapid mutations which may soon result in losing its heritage value. The survey conducted in the core area of Chowk reveals that nearly 27% of the total old buildings have been replaced by modern structures. The survey conducted shows that nearly 30% of the people in the core area have either their work place or their residences more than 4Km away from this place. It is a clear indicative that people belonging to the core areas have started migrating to better developed areas. The transformation has resulted in the rapid change of the land use and thus are changing the built form of the original buildings and thus resulting in complete metamorphism in the architectural character which is a matter for concern.

Another issue is also a resultant of this slow migration, that the small-scale industries which used to be run in each household is also reducing and we rarely find the new breed of artisans in such areas. Traffic, services, parking, waste management etc. has always been an issue in the core city areas. The streets are not equipped to handle heavy traffic. There is problem of connectivity with the newer developments of the city. Above all, there is problem of self-awareness among the people living in the core city areas. There is complete loss of

participation in any conservation activity or Government policy matter for such areas. This constant mutation if allowed may result in irreversible damage to the heritage of Lucknow, both tangible as well as the intangible.

The tourism action plan must be to enhance the quality of the inheritance and to leave to the future generation a better and richer heritage. Development of tourism products such as tourist places, sites, heritage, cultural deposits, flora and fauna should be accordance to natural settings.

Tourism education through developing course curriculum at college and university level should be ensured so that young generation may be well aware about the existing tourism and their promotion. The college going students thus will able to play an important role in tourism development and promotion in the state. Tourism education in the future will have to respond to permanent change and integrate new quality and efficiency methodologies. There is urgent need for upgrading teaching methods offering incentives to staff to take part in training programmed of existing technology, and setting up a permanent training process.

People's participation in decision-making process for developing tourism products and services, maintenance of heritage tourism sites and exposure of cultural deposits should be ensured. In this sector, role of NGO's and community-based organizations may be significant. The population of tourist destinations should be oriented toward s the prospective role in tourism promotion and mitigating the adverse impact of tourism on socio-cultural value system, built up environment, ecology and environment. Moreover, the girls should be properly trained and oriented towards tourism development and tackling the undesirable urge of tourist for sex. The girls have to behave with tourists in such a way that tourists are diverted from indulging in prostitution, alcoholism, drug-addiction and destroying the brand image of destination.

Cultural resources such as folk dances, songs, theatre, arts, crafts, traditions, ethnic rituals and traditions etc. may be promoted, documented and promoted through involvement of community-based organizations and NGOs. As is being done in Indonesia, Bali and other South East countries.

Tourism is service industry and the quality of service makes all the different between competing destinations. A comprehensive human resource development programmed should be a key element of future policy. Such programmed of human resource development should also cover orientation of the staff at airports, customer's facilitator, and guides etc. on continuous bases.

It is the high time to go for privatization of services. There should be more partnership between public and private sector for development of tourism infrastructure and delivery of services. Local NGOs, voluntary organizations and people's cooperatives should be promoted to take active part in tourism development in the state.

CHAPTER 8: RECOMMENDATIONS AND PROPOSALS

The study of the problems of Chowk area, the surveys done to understand the transformation happening in the core area, the interaction with the stake holders and the analysis of the onsite surveys result in five recommendations for the Chowk area, Lucknow

8.1: Conservation Plan

The main objective of the conservation plan is to protect the original urban fabric of the core area as much as possible by preserving the built structures and their architectural character, and open spaces in the core areas. A detailed listing of heritage buildings, both notified and unnotified should be done and they should be incorporated in the masterplan of the city. The buildings listed can be categorized as structures which require minor changes without affecting the appearance of the structure. Specific design controls can be imposed to maintain the overall character of the area. The objective of the approach should be to preserve the urban character of the core. This will also help in creation of new jobs in conservation and tourism in the area.

Before any conservation process is initiated, certain issues need to be addressed such as:

- Regulation of property costs so that gentrification or displacement of poorer communities is avoided. This approach will not be popular as the wealthy living in the core areas always enjoy benefits from the price appreciation and gentrification of the area.
- Strong design regulations laid down in the conservation policy often are expensive and would also face resistance from the inhabitants of the core area unless there are incentives such as loans to repair and restore facades.
- Conservation of such areas primarily preserves the heritage elements of the city as a value for the next generation. There are economic benefits from tourism as well.
- It has been seen that often the conservation groups which include historians, archaeologists, sociologists, architects and planners are heavily funded by some agency. This process is not a direct revenue generator. Thus, an alternative arrangement needs to be instituted, which may be a revenue generator for such conservation works. This approach will, thus, also get active participation of the inhabitants of the core areas.

8.2: Residents Community Plan

This approach is based on inclusive planning by the people and for the people. The focus should be on the overall improvement of the living standards of the people living in the housing clusters. The approach includes facilitation of community interaction by various governmental and non-governmental organizations. Funding can be obtained partially from

the main residents and partially from the indirect stakeholders. The problems in this approach include the high cost of educating the direct stakeholders and the time required to do such a work. A lot of time has to be spent to come to a consensus and solicit the community members' approval and their participation. This is accelerated when there is a strong political will. This approach includes the approval of all sectors of the residential clusters/communities and, thus, is a more sustainable approach based on community support. It should be carried out in a phased manner where the first phase is sensitizing the direct stakeholders and spreading awareness among the inhabitants of the core area towards the cultural heritage. This would involve holding community meetings to come to a common consensus. The second phase would include inviting both the direct stakeholders for the conservation proposals. The third phase would be to encourage tourism as a means to improve the economy of the area.

8.3: Merchants Community Plan

This approach is aimed to improve the economic status of the core areas. The approach uses the economic potential of the local business and uses it to develop it further for better economic development. This means capitalizing on skills and cultural traditions to promote and develop business. This approach is quite similar to the residents' community plan where a cooperation of trade members is formed for the upgradation and uplift of the trade. The cooperative uses technology for upliftment of the business and reach the prospective buyers. It provides funding for the upkeep of the place, maintenance of the parks and open spaces and improvement of the area, improving public hygiene, ensuring security, maintaining streets and open spaces and also creating business strategies for the overall development of the merchants of Chowk Street.

This approach has immense potential in case of Chowk Street since the residents have control over their surroundings. Funding by the local traders would minimize the need for any external funding and this would result in a sustainable system for conserving the cultural heritage of the place. However, design controls and traffic management need to be done by the city administration and planning agencies.

8.4: Tourism development Plan

Tourism development in conserving the core areas is used in almost all the similar heritage cities which have good tourism potential. This would include upgradation of important heritage buildings and provision of tourist facilities in the core area. The residents of the core area could run facilities, such as tourist hotels, restaurants, souvenir shops, and public conveniences. This would also provide economic resources for the whole conservation process. This could be developed as a process where the people living in the core area are involved in the initial revitalization process and the direct benefits from the tourism and the upgradation process of the area are received by the residents. However, this should be done in a regulated manner as the tourism pressures affect the original character of the place and the community benefits are less as compared with benefits to other stakeholders.

A walk in the streets of Chowk is an interesting experience during all seasons and during the festivals. The hustle and bustle on the streets, the enchanting aroma of mouth-watering delicacies, and fragrant perfumes and flowers create a mystic experience for the visitors. The beautiful remnants of the intricate motifs on the walls of the buildings and the interesting built forms add richness to the visual quality of the streetscape. The whole experience of the built environment and the activities in the Chowk Street have always been an integral part of the identity of the place.

The plan also focuses to showcase the traditional art forms of Chowk including the performing art forms. Open places identified in the physical survey can be used to conduct various performances during various festive occasions. This will help to boost the traditional art forms of Lucknow.

The plan proposes heritage walks based on heritage attributes, cuisine, various handicrafts, and the performing art forms and the built heritage of Chowk.

Signages are often a problem for the tourists who come to Lucknow. There is a need for proper signages, including direction and information signages. These signages will not only help to give direction to the tourists but will also cover public conveniences, water facilities, information centers, eateries, caution about no smoking zones, trash bins etc. This will help to highlight various places in the core of Chowk and improve the legibility of the place to the tourists.

The visual character of the street is rich with a variety of architectural forms and iconography. Color, textures, roofing, fenestration, steps, platforms, balconies, chabutras among other elements, are repeated at irregular intervals in different typologies of buildings and form the harmonious character in a very complex visual experience. The street is punctuated by high plinth and open spaces in front of religious buildings which have been threatened with visual clutter from encroachments and billboards resulting in loss of aesthetic value, most evident at Hiran Park. The newly added buildings visually inharmonious with historic structures cause visual conflict as seen in the main shopping street.

The historic fabric of Chowk is deteriorating and endangered as evident in the main Chowk Street. The historic buildings are in varying degrees of disorder and losing their heritage value. Making legible the past has the effect of enriching the visitor experience. This is an important rationale for preservation. Chowk street needs a comprehensive set of design guidelines for visual management. Historic buildings must be preserved in accordance with the historic design palette of the chabutras, arches, arched doorways, windows, balconies, domes and stucco work on the walls. The height of new buildings must not exceed that of the tallest building, Tehsin ki Masjid or Nawab Qadr Ali Kothi. Rich stucco work on the walls of almost all the old structures are part of street identity. However, the new materials and finishes on the buildings adds to the visual clutter. A color palette in harmony with the prevailing colors and the iconography in terms of the rich traditional stucco works on the walls should be prescribed for the buildings in Chowk.

During the experience of Chowk on foot, the proximate senses are fully engaged but the interpretation of visual elements is hindered due to encroachments all over the street. The rich heritage-built forms in Chowk holds significant architectural value with its interesting play of levels, treatment of religious buildings, intricate balconies, chabutras, and the rich stucco work. To identify the architectural elements, about fourteen historical built forms were studied. Although the elements are not similar in most buildings, they are different for different typologies of buildings, which collectively create an interesting over all architectural experience for the visitors.

The historic buildings have different design typologies and uses ranging from religious, residential, to institutional. The buildings covered by the heritage walk of UP tourism have been known for their typical character. The architectural character identified in the study should be used to create a template to establish architectural controls over all for the new buildings in the core area of Chowk. The template should consist of chabutras, doors, windows, window grills, parapets, columns, arches, domes, brackets, stucco work motifs, roofing systems, ornamentation etc. The template of the architectural elements would help to retain the overall character of the core area of Chowk.

8.5: Transit Oriented Development

The survey done in Chowk suggests lack of proper linkages with the newly developed parts of the city. This approach to revitalization of historic cores connects the core areas with the new developments of the city. Cities like Lucknow are now in dire need of a mass rapid transit system to connect the inner cores of the city with the new developed city centers. Such an approach helps in decongesting the city traffic and improving connectivity. It helps to generate more jobs, makes commuting cheaper, and promotes business in the old city cores. The case study of Delhi shows the benefit of a developed transit system which has connected the old city centers with the new ones. This is a long-term plan and funding for such solutions can be done only in phased manner by the approval of the local governments. Due to public benefits, the Government also provides long term subsidies to the private players to make it a profitable business.

There is a need of a conservation plan which combines the strengths of each of these above recommendations with phasing for implementation. Political will and a coordinated effort of the administration and the direct stakeholders is required to make the process more sustainable. The plan needs to be integrated with the Ministry of Tourism, local administration, Ministry of Urban Transportation which involves the residents and merchants of the Chowk in the planning and execution of the conservation plan.

CHAPTER 9: CONCLUSION

9.1: Proposal for conservation guidelines for the Chowk area, Lucknow

The research highlights the importance of the built environment and its relationship with the cultural heritage. Thus, the proposal is based on the interests of local residents and stakeholders in the core areas. The study emphasizes:

- Proper policy for conserving the core areas
- Legal framework for conservation of the core areas
- Development of appreciation among the people towards heritage properties
- Management of resources for the conservation process
- Improvement of the economic situation in the core areas.
- Promotion of tourism in the core areas.

9.2: The Dynamic Interaction between Tourism and Cultural Heritage

From the paper one can conclude that tourism continues to be among the foremost vehicles for cultural exchange, providing a personal experience, not only of that which has survived from the past, but of the contemporary life and society of others. It is increasingly appreciated as a positive force for natural and cultural heritage conservation. One can say that tourism can capture the economic characteristics of the heritage and utilize these for conservation by generating funding, educating the community and influencing policy. It is an essential part of many national and regional economies and can be an important factor in development, when managed successfully. Planned promotion of tourism can bring benefits to host communities and provide an important means and motivation for them to care for and maintain their heritage and cultural practices. The participation and understanding between the local and/or indigenous community representatives, conservationists, tourism operators, property owners, policy makers, those preparing national development plans and site managers is necessary to achieve a sustainable tourism industry and enhance the protection of heritage resources for future generations.

Lucknow has been famous for Awadhi cuisines as the Nawabs of Awadh were renowned for their extravagance and their patronage of the best craftsmen. It is suggested that street food should be promoted however; hygiene and cleanliness should be strictly regulated besides ensuring traditional flavor, taste and quality of food. Certain areas such as streets of Chowk, Aminabad, Hazratganj, behind Tulsi theatre, Gomti Nagar etc. be developed for veg and non-veg food points besides ensuring the availability of basket chaats, paan, kulfi, sweets, firni, etc.

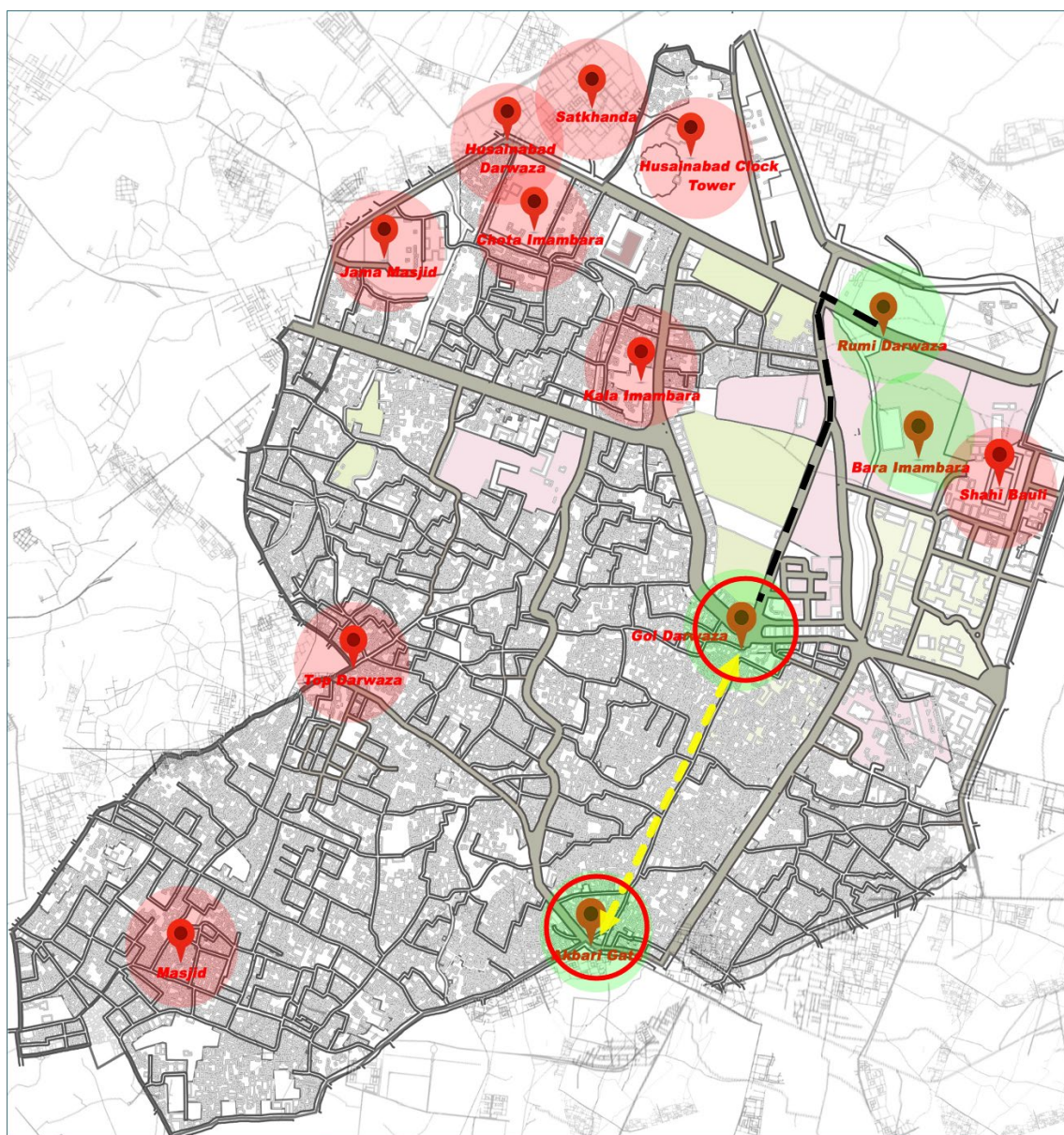


Figure 27: Proposed Heritage Walk from Gol Darwaza to Akbari Gate

Cultural Tourism is a delightful as well as a special interest activity of people in leisure time. They deliberately visit different places with some sort of curiosity and seriousness to learn and spread ideas, thoughts and facts of different cultures. Language, philosophy, religion, customs, ceremonies, traditions, arts, crafts, dance, music, values etc are the important components of cultural tourism products. Cultural Tourism provides something unique to satisfy the tourists.

CHAPTER 10: REFERENCES

10.1: Journals and Books

- Zadel, Zrinka, and Sinisa Bogdan. 2013. Economic impact of cultural tourism. UTMS Journal of Economics 4 (3): 355–366.
- Dr. Seema Zagade and Mr. Girish Deore. ISSN: 2394-3114. A Study of Cultural Tourism and Its Role & Importance in Modern Tourism Era. Vol-40-Issue-27-February -2020.
- Akhabue A. Okharedia. 2020. The Concept of Cultural Tourism and its Significance in Developing Economies. Volume 9(2) - (2020) ISSN: 2223-814.
- Ashwini S. 2021. A Study on Cultural and Heritage Tourism of India. 2021 IJCRT | Volume 9, Issue 5 May 2021 | ISSN: 2320-2882.
- Manish Rai* and Anupama Srivastava. 2018. Culinary Tourism In Awadh Region Of Uttar Pradesh. Volume 12 • Number 2 • July-December 2018: 145-153.
- Mr. Jagdeep Khanna. 2016. Lucknow the Essence of Tehzeeb and Heritage. Vol. No. 5, Issue No. 08, IJARSE ISSN 2319- 8354.
- Pallabi Bharali. 2020. An Analysis of Percentage Share of Foreign Exchange Earnings from Tourism in Balance of Payments of India. (IJRTE) ISSN: 2277-3878 (Online), Volume-8 Issue-6, March 2020.
- Arun Kapur. 2020. Importance of tangible and intangible heritage of the core area of Chowk, Lucknow. oi:10.1088/1755-1315/402/1/012006
- Bhavik U. Swadia. 2015. To Study Development of Gujarat Tourism Industry. ISSN: 2348 – 9715. Vol: 2, ISSUE: 2, September-2015.
- Suyash Yadav. 2018. Oriental to Cosmopolitan Destination-A Transformational Journey of Lucknow. Volume: 3 | Issue: 5 | May 2018 • ISSN No 2277 – 8160.
- Bayer, C., and Hanck, C. (2013). Combining Non-cointegration Tests. Journal of Time Series Analysis, 34(1), 83–95.
- Ertugrul, M. H., and Mangir, F. (2015). The Tourism-led Growth Hypothesis: Empirical Evidence from Turkey. Current Issues in Tourism, 18(7), 633–646.

- Tourist Information Booklet 2002, Dept. of Tourism, Government of India, New Delhi. Tourist Arrivals of India 2000, Market Research Division, Ministry of Tourism, Government of India, New Delhi.
- FICCI (2018). Inbound Tourism: Decoding Strategies for Next Stage Growth, FICCI, New Delhi.
- Government of India (2020). India Tourism Statistics, Ministry of Tourism, Government of India, New Delhi.
- Government of India (2020). Identification of Tourism Circuits Across India, Interim Report, Uttar Pradesh, Phase-I and Phase-II, Ministry of Tourism, Government of India, New Delhi.
- Government of Uttar Pradesh (2018). Opportunities of Investment under CSR in Uttar Pradesh, Department of Tourism Development, Government of Uttar Pradesh.
- Halim A, (2005). Purana Lucknow. New Delhi, National book Trust, India.
- IBEF (2018). Tourism and Hospitality in India, IBEF, [www. ibef.org](http://www.ibef.org).
- Kumar, R. R. (2014). Exploring the Role of Technology, Tourism and Financial Development: An Empirical Study of Vietnam. *Quality and Quantity*, 48(5), 2881–2898.
- NCEAR (2014). Regional Tourism Satellite Account Uttar Pradesh, NCEAR.
- Quresh, H. A. (2002). Nawab Wazir Ali Khan: Life and Career, Ph.D. Thesis, Lucknow University, Lucknow.
- Sharma, D. and Singh, A.K. (2004). *Tourism Industry in India*, New Royal Book Company, Lucknow.
- Singh, A.K. (2008). Supply Chain Management of Chikan Craft of Awadh, Project Report, G.B. Pant Institute of Studies in Rural Development, Lucknow.
- Song, H., and Lin, S. (2010). Impacts of the Financial and Economic Crisis on Tourism in Asia. *Journal of Travel Research*, 49(1), 16–30.
- Taqui, R. (2015). *Lucknow Monuments : Conservation , Methodology , Problems and Solutions .* New Royal Book Company, Lucknow.

- Taqui, R. (2001). Lucknow 1857, New Royal Book Company, Lucknow.
- Taqui, R. (2005). Images of Lucknow, New Royal Book Company, Lucknow.
- Varshney V. B. (2017). Lucknow: The City of Heritage and Culture. Niyogi Books, New Delhi.
- WTTC (2018). Travel and Tourism Economic Impact in India, World Travel and Tourism Council, London.
- Yazdi, S. K., Salehi, K. H. and Soheilzad, M. (2017). The Relationship between Tourism, Foreign, Direct Investment and Economic Growth: Evidence from Iran. Current Issues in Tourism, 20(1), 15–26.
- Praveen, Y. (2008). Monuments of Lucknow, Surabhi Prakashan, New Delhi.
- Praveen, Y. (2005). Tajdar-e-Awadh. Bharat Book Centre, Lucknow.
- Oldenburg, V.T. (2001). The Making of Colonial Lucknow, In the Lucknow Omnibus, Oxford University Press, New Delhi.
- Bhatnagar, S. and Saxena, R. K. (2015). Dastarkhan-e Awadh, Harper Collins Publishers, New Delhi.
- Dixit, R.S. (2000). Chikan Industry of Lucknow, Giri Institute of Development Studies, Lucknow.
- Dixit, M. (2001). Dimensions of Indian Tourism, BBC, Lucknow
- Gupta, S.P., Lal, K. and Bhattacharya, M. (2003). Cultural Tourism in India, D.K. Print well, Delhi,
- Government of India (2020) Final Report on 20 Years Perspective Plan for Uttar Pradesh, Ministry of Tourism, Government of India, New Delhi.