

**DEPARTMENT OF TOURISM
GOVERNMENT OF INDIA**

**FINAL REPORT ON
20 YEARS PERSPECTIVE PLANS FOR UTTAR PRADESH
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DEPARTMENT OF TOURISM
GOVERNMENT OF INDIA

FINAL REPORT
20 YEARS PERSPECTIVE PLAN FOR UTTAR PRADESH

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1.00 INTRODUCTION

1.01 AFF was retained by Department of Tourism, Government of India to prepare a 20 Years perspective plan for tourism development of Uttar Pradesh.

1.02 This report is in conformity with the guidelines provided by the Department of Tourism and the Department of Tourism of the State Govt (UPT).

1.03 The 20 Year Perspective Plan incorporates the following:

Perspective Plan Elements	Covered in Chapter
Executive Summary providing highlights from the plan focussing on: <ul style="list-style-type: none">• Objectives of the plan• Overall strategy for development• Circuits for development• Investments in aggregate• Projected tourist forecast and employment• Implementation plan/Action plan	Chapter 2
The existing scenario assessment & defining tourism opportunity covering <ul style="list-style-type: none">• UP's share in tourist traffic• Inventory of tourism assets/ infrastructure• Inferences from other states & nations• Assessment of ongoing development plans• Inferences from tour operators• Tourism SWOT• Implications for future planning: The plan framework and tourism objectives	Chapter 3
Assessment and recommendations regarding Varanasi as a hub and Varanasi linked satellite circuits covering: <ul style="list-style-type: none">• Positioning of Varanasi as a Hub• Defining circuits• Specific locations & sites:<ul style="list-style-type: none">* Select highlights of attractions and	Chapter 4

<ul style="list-style-type: none"> * Project concepts • Background information * Tourism traffic and accessibility assessment * Historical and demographic details 	
<p>Assessment and recommendations regarding Lucknow as a hub and Lucknow linked satellite circuits covering:</p> <ul style="list-style-type: none"> • Positioning of Lucknow as a Hub • Defining circuits • Specific Locations & sites: <ul style="list-style-type: none"> * Select highlights of attractions and * Project concepts • Background information <ul style="list-style-type: none"> * Tourism traffic and accessibility assessment * Historical and demographic details 	Chapter 5
<p>Assessment and recommendations regarding Jhansi as a hub and Jhansi linked satellite circuits covering:</p> <ul style="list-style-type: none"> • Positioning of Jhansi as a Hub • Defining circuits • Specific locations & sites: <ul style="list-style-type: none"> * Select highlights of attractions and * Project concepts • Background information <ul style="list-style-type: none"> * Tourism traffic and accessibility assessment * Historical and demographic details 	Chapter 6
<p>Assessment and recommendations regarding Agra as a hub and Agra linked satellite circuits covering:</p> <ul style="list-style-type: none"> • Positioning of Agra as a Hub • Defining circuits • Specific locations & sites: <ul style="list-style-type: none"> * Select highlights of attractions and * Project concepts • Background information <ul style="list-style-type: none"> * Tourism traffic and accessibility assessment 	Chapter 7

* Historical and demographic details	
Positioning of Greater Noida as a hub. The Lead Project concept and key elements thereof	Chapter 8
<p>Assessment and recommendations relating to development of major religious centres, circuits including:</p> <ul style="list-style-type: none"> • The major sites of the Buddhist Circuit • Allahabad • Garhmukteshwar • Mathura/Brindavan and adjacent areas (comprising the Braj Circuit) • Ayodhya • Vindyanchal • Sardhana <p><u>Key Project Concepts</u></p> <ul style="list-style-type: none"> • In addition, and derived from the above, zoning concept for other religious places covering the various regions of UP on a policy basis for their development and conservation 	Chapter 9
<p>Investment Plan covering:</p> <ul style="list-style-type: none"> • Overall investment plan derived from aggregation of various projects on a region-wise and phase-wise basis. • The main agency for coordinating or implementing the above • The main activities involved in undertaking the major project categories • The funding options and source categories 	Chapter 10
<p>Tourist traffic forecast covering</p> <ul style="list-style-type: none"> • Tourist destinations • Site/location-wise assumptions • Separately for domestic and foreign tourist categories 	Chapter 11

Employment forecast covering methodologies, site/hub location-wise forecasts, and general observations on employment	
<p>Institution framework issues and recommendations covering:</p> <ul style="list-style-type: none"> • Tourism planning at various levels within the State • UPT linkages with other agencies; special case of Forests, State Archaeology and ASI • Requirement of explicit designation of tourism priority zones • Framework for information dissemination • Revamping the concept of Visitor Centre • Professional guides related training conventions • Sacred places: cleanliness regulatory framework • Plan implementation vehicle: ensuring an integrated approach • UPT-Internal role evolution and strengthening competencies(focus for skill areas) 	Chapter 12
<p>Marketing and promotional issues and strategies covering:</p> <ul style="list-style-type: none"> • Defining segment options relevant to the context of UP • MoUs with select states for joint promotion • Forging a distinctive segment within the pilgrim segment including coverage of the Indian Diaspora • Focussed multiple niche marketing concepts • Other elements of an overall marketing strategy <p>Private sector participation and</p>	Chapter 13

<p>privatisation covering:</p> <ul style="list-style-type: none"> • Tourism administration • Infrastructure projects • Tourism facilities and services • Traditional and newer funding orientation in terms of FI support • Special case of monuments and archaeological excavation work • Privatisation of hotel properties owned by UPSTDC and options in this regard, strategic issues guiding implementation. <p>Conservation, environmental and architectural control issues and recommendations</p>	
<p>Implementation/action plan for the immediate 1 year time frame as also for phases I,II, and III focussing on :</p> <ul style="list-style-type: none"> • Planning framework • Special task force attention areas • Areas where UPT can play catalytic role • Circuits and investment targets • Priority marketing focus areas 	Chapter 14
<p>In addition to the above, various related and supplementary details are also provided in the appendices.</p>	

2.00 EXECUTIVE SUMMARY

{This chapter covers Points no. xxv of the Guidelines}

2.01 This chapter summarises the highlights of the 20 years perspective plan and covers the following:

- Objectives of the plan
- Overall Strategy for Development
- Circuits for Development
- Investment in aggregate
- Projected tourist forecast and employment
- Action plan/implementation plan

(The reference in parenthesis refers to the chapter/ paragraphs where the aspect is covered in detail.)

OVERALL OBJECTIVES OF THE PLAN

(Refer chapter 3 para 3.47-3.55, 3.66-3.71)

Primary objectives

- To promote and develop UP as a prime national and international tourism destination to all classes of tourists and visitors
- To showcase the values of cultural diversity, harmony and the depth of civilisation that represents the State of U.P.

Corollary objectives

- To promote tourism development in harmony with local community involvement and employment
- To protect, preserve, and conserve the monuments that are a testimony to the past and are to be bequeathed to future generations.
- To promote the highest possible standards of cleanliness, sanitation, and landscaping elegance

OVERALL STRATEGY FOR TOURISM DEVELOPMENT AND PROMOTION

(Refer chapter 3 para 3.56-3.62, para 3.67-3.76)

2.02 UP is a very large state covering approximately 241,000 sq.km. even after the creation of Uttaranchal. There exists a tremendous diversity of sites covering religious, historical / cultural heritage, and wildlife /scenic natural attractions.

2.03 The following tourism development alternatives were examined in the context of formulating the overall strategy for tourism.

TOURISM DEVELOPMENT OPTIONS

<i>Tourism Concept</i>	<i>Basis</i>	<i>“Cons”</i>	<i>Conclusion</i>
Religious Tourism only	<ul style="list-style-type: none"> ▪ UP has prime religious destinations ▪ Consistent & uniform image ▪ Buddhist related sites additionally have international attraction 	<ul style="list-style-type: none"> ▪ Carrying capacity constraints ▪ Bulk of tourism already religion driven ▪ Low income generation 	<ul style="list-style-type: none"> ▪ Need to provide support facilities and basic infrastructure ▪ Opportunity to explore higher income segments
Entertainment/Special Recreation centres focussed on high income tourists	<ul style="list-style-type: none"> ▪ Income generation ▪ Reduces strain of carrying capacity on existing popular or even religious site places which attract large visitage nos. even without further development and promotion 	Limited community involvement	<ul style="list-style-type: none"> ▪ Can be explored for select destinations ▪ Requirement of high quality infrastructure and connectivity
Eco-Tourism only	<ul style="list-style-type: none"> ▪ Several forests/ natural reserves in UP 	<ul style="list-style-type: none"> ▪ Long lead time for development/ organisation on a state-wide basis ▪ Other established options in India 	<ul style="list-style-type: none"> ▪ Can develop and promote on a selective basis ▪ Appeals presently to a limited and discerning segment that has to be nurtured.
Comprehensive theme circuits covering the whole of UP <ul style="list-style-type: none"> ▪ Awadh ▪ Bundelkhand ▪ Vindhyachal etc As per existing stated UPT framework (covers almost all the regions of the state and widely dispersed locations even within a single theme circuit)	<ul style="list-style-type: none"> ▪ Almost every region/ every belt/ every district of UP is rich in some category of tourism attractions: ▪ nature wildlife ▪ historical/cultural ▪ monuments ▪ Balanced regional development 	<ul style="list-style-type: none"> ▪ Limited resource base for marketing/ packaging/ required infrastructure development 	<ul style="list-style-type: none"> ▪ May lead to under development of tourism rather than tourism promotion ▪ Very longer term – over 50 year period all regions can be developed ▪ Fewer places should be focussed for serving as catalysts in the short term
Define focus locations/ destinations and promote these for “accelerated development” from tourism perspective.	<ul style="list-style-type: none"> ▪ Build on existing popular locations and areas for combining maximum, or appropriate tourist inflow with conservation 	<ul style="list-style-type: none"> ▪ Constraints on balanced regional development 	<ul style="list-style-type: none"> ▪ Define Hub and “satellite” destination. Keep expanding range of satellite destinations over time ▪ Combination of different tourism package/ options to cater to a range of tourist profiles.

2.04 The development options in the context of UP favour the hub and satellite destination/circuit promotion concept¹. This is additionally supported by inferences and analysis covering the existing tourism scenario and in particular:

- State-wide inventory assessment of tourism assets
- Financial budgeting for tourism infrastructure and projects
- National /International tour operator behavior/interests
- Effectiveness of the ongoing circuit promotion plans
- Benchmarking with select developing countries in terms of being able to attract tourist inflows

A summary assessment is provided in the Exhibit on the following page

2.05 The following hubs have been identified :

- Varanasi
- Jhansi
- Agra
- Lucknow
- Greater Noida

Refer to Exhibit 1 at the end of the chapter

2.06 Certain religious sites, especially the Buddhist Circuit would constitute an exception to the concept of development of hubs and gradually expanding on the range of satellite destinations from these hubs.

2.07 The specific package of attractions being provided from the various hub-based circuits are presented as exhibits at the end of the executive summary.

The specific circuits proposed for development aligned with the above strategy is covered in the next section in terms of short, medium, and long term perspectives.

¹ Exceptions, in principle, would be select religious destinations and circuits.

Existing Tourism Situation Assessment and inferences for Hub-Satellite Circuit Based Tourism Development

Parameter	Key conclusions		Implications for future planning
Tourism assets: state-wide inventory assessment	<ul style="list-style-type: none"> Sites of a similar category, profile or interest are spread throughout the state. Hence to link any specific category as a standalone circuit concept involves extended time duration/ logistics complexity for the tourists. The exception would be the foreign pilgrim (who may desire to cover as many places of interest as possible: relevant Buddhist circuit context) 		Hence tourism promotion/ development may have to consider “heterogeneous packages” on a location wise basis rather than exclusively or primarily on a “homogeneous package” covering an extended number of locations. Alternatively a “homogeneous package” covering a limited number of locations.
Financial Budgeting for tourism infrastructure and projects	<ul style="list-style-type: none"> For the ninth plan period, out of a Rs. 500 crore outlay planned, actual expenditure for UP as a whole was approximately Rs. 126 crores (of which approximately 1/3 rd was for regions now in Uttaranchal) 		Need to conserve rather than dissipate tourism financial outlay over wider locations. It is possible to secure economies of activities by focussing on select locations only
National /International tour operators’ interests	<ul style="list-style-type: none"> National tour operators interested primarily in servicing the existing traffic/locations as a first priority over pioneering newer locations national tour operators have “options” to UP based traffic by catering to traffic interested in alternate state locations 		Need to limit and package locations to interest the major travel tour operator for promotion
Ongoing circuit location promotion plans	<ul style="list-style-type: none"> All locations are given equal weightage for development Local “picnic” get-away destinations are included and treated on the same platform as other locations attracting tourists from other regions/states/countries. Geographical dispersion within an identified belt or circuit theme is extensive and wide-spread. 		Need for prioritisation and focus locations for promotion that can intrinsically serve as “lead product destinations” and provide critical mass for tourism “pull”
Select benchmarking with developing countries	Certain developing countries of even lesser physical size than UP able to attract over 2 million tourists per annum on the basis of well defined tourism products linked to defined/identifiable/specific locations		Need for prioritisation and focus locations for promotion

CIRCUITS FOR DEVELOPMENT

(Refer chapters 4-9; specific paragraphs nos given separately under subheadings)

2.08 Various new and existing sites have been identified for development. However it is important to develop the sites in a planned manner so that the investment bears maximum benefits. In this context the select tourist hubs in UP (existing and proposed tourist centers) are proposed to be developed first to consolidate/ increase the tourism activity. This is to be followed by development in the surrounding areas.

2.09 The development plans have been sequenced in 3 phases viz. short term/phase 1~year 1 to 5; medium term/ phase 2~ year 6 to 10 and long term/phase 3~ year 11 to 20. The plan envisages the following development schedule for different cities/ sites of tourism interest.

Varanasi Hub & Satellite Circuits

(Refer chapter 4 para 4.01-4.05)

1-5 years	<i>Mainstream:</i>	Varanasi-Chunar Varanasi-Sarnath
	<i>Offbeat/Niche:</i>	Varanasi-Jaunpur Varanasi-Chandraprabha-Naugarh
6-10 years	<i>Mainstream:</i>	Varanasi-Chunar Varanasi-Sarnath Varanasi-Jaunpur Varanasi-Chandraprabha-Naugarh
	<i>Offbeat/niche:</i>	Sonbhadra- Kaimur
11–20 years		Consolidation of the above

Lucknow Hub & Satellite Circuits

(Refer chapter 5 para 5.01-5.06)

1-5 years	<i>Mainstream:</i>	Lucknow only
	<i>Offbeat/Niche:</i>	Lucknow- Dudhwa National Park- Singahi Heritage Village- Lucknow
6-10 years	<i>Mainstream:</i>	Lucknow- Dudhwa National Park- Singahi Heritage Village-Lucknow Lucknow-Faizabad-Ayodhya- Lucknow
	<i>Offbeat/niche:</i>	
11–20 years		Consolidation of the above and identification of new off -beat locations. In addition: Lucknow – Faizabad –

Lucknow- Shravasti-Lucknow
(Shravasti in context is being linked
as a heritage and cultural centre)

Jhansi Hub & Satellite Circuits

(Refer chapter 6 para 6.01-6.12)

1-5 years	<i>Mainstream:</i>	Jhansi city- Barwa Sagar - Deogarh- Matatila Dam- Kalinjar Fort
	<i>Offbeat/Niche:</i>	Kamla Sagar Dam—Sukhwa Dukwa Dam– Talbehat
6-10 years	<i>Mainstream:</i>	Consolidation of the above
	<i>Offbeat/niche:</i>	Samthar – Erich – Todi Fatehpur- Mahoba
11–20 years		Chitrakoot – Banda - Kalpi Consolidation of the above

Agra Hub & Satellite Circuits

(Refer chapter 7 para 7.01-7.06)

1-5 years	<i>Mainstream:</i>	Agra city – Sikandra - Fatehpur Sikri
	<i>Offbeat/Niche:</i>	
6-10 years	<i>Mainstream:</i>	Agra city including Taj National park area
	<i>Offbeat/niche:</i>	Patna Bird Sanctuary
11–20 years		Consolidation of the above

Greater Noida Recreation Hub

(Refer chapter 8 para 8.01-8.04)

1-5 years	<i>Mainstream:</i>	
	<i>Offbeat/Niche:</i>	Greater Noida
6-10 years	<i>Mainstream:</i>	Greater Noida
	<i>Offbeat/niche:</i>	---
11–20 years		Consolidation

Religious / Pilgrim Centres & Circuits

(Refer chapter 9 para 9.01-9.11)

Buddhist Circuit & Locations

Sarnath – Kushinagar – Kapilvastu - Shravasti ; Sankisa & Kaushambi

Braj Circuit

Mathura-Brindaban-Gokul-Nandgaon-Barsana-Baldeo

Others

Varanasi – Vindhyanchal – Allahabad
Garhmukteshwar etc.

INVESTMENT PLANS

(Refer chapter 10 para 10.01-10.04, 10.14-10.16, 10.20)

2.10 The investment planned for overall tourism development has been estimated at Rs. 3460 crores (at current prices) for the 20 year period. Phase wise break up is as under :

- | | | |
|-------------------------------------|---|-----------------|
| • Short term (phase-1, 1-5 Years) | : | Rs. 1150 crores |
| • Medium term (phase-2, 6-10 Years) | : | Rs. 1880 crores |
| • Long term (phase-3, 11-20 Years) | : | Rs. 430 crores |

2.11 These investments exclude investments of Rs.4,300 crores in development of hotels (spread on an equivalent basis over the 3 phases) needed to cater to the projected tourist inflow, which is calculated separately. The regional requirements for investment across the various phases and according to different projects is provided below:

INVESTMENT PROJECTIONS

(Figures in Rs.lakhs)

	Phase 1	Phase 2	Phase 3	Total
South East UP A				
Varanasi	51198	41572	685	93455
Chunar	3522	8216	15400	27138
Chandraprabha	26	632	612	1269
Naugarh	325	2	2	328
Jaunpur	10	0	983	993
<i>Sub total</i>	<i>55080</i>	<i>50421</i>	<i>17681</i>	123182
South East UP B				
Allahabad	161	200	994	1355
Kaushambhi	250	2750	0	3000
<i>Sub total</i>	<i>411</i>	<i>2950</i>	<i>994</i>	4355
Central UP				
Lucknow	2250	20000	2267	24517
Dudhwa	691	10	0	701
Sigahen	0	2150	0	2150
<i>Sub total</i>	<i>2941</i>	<i>22160</i>	<i>2267</i>	27368
South West UP				
Jhansi + Surroundings	1619	15288	1500	18406
Deogarh	1470	500	0	1970
Mahoba	200	5225	5000	10425
Banda incldg Kalinjar	600	600	150	1350
Chitrakoot	113	63	0	175
<i>Sub total</i>	<i>4001</i>	<i>21675</i>	<i>6650</i>	32326
Western UP				
Agra	2815	24600	67	27482
Mathura/ Vrindavan	4300	2410	0	6710
<i>Sub total</i>	<i>7115</i>	<i>27010</i>	<i>67</i>	34192
Buddhist Circuit				
<i>Sub total</i>	<i>41590</i>	<i>54220</i>	<i>1587</i>	97397
Greater Noida				
<i>Sub total</i>	<i>4000</i>	<i>9000</i>	<i>9000</i>	22000
Others				
<i>Sub total</i>	<i>0</i>	<i>200</i>	<i>5000</i>	5200
Total	115138	187636	43246	346020

Investment and Phasing by Project Category

Sr. No	Category	Total Investment (Rs. Lakhs)	Phasing		
			Short term	Medium Term	Long Term
1	Connectivity Infrastructure				
	• Airports(C2)	20030	10	20010	10
	• Link Roads/ Approach roads/Bridges(C1)	166615.5	79662.5	86890	63
2	Tourism Related Infrastructure				
	• Special Upmarket Retreats(C2)	23500	-	8500	15000
	• Resorts/ Camping Sites(C3)	65	59	3	3
	• Wayside Facilities(C1)	134	124	-	10
3	Tourism Products				
	• Museum Related(C3)	3751	2031	1100	620
	• Forts Related(Renovation & Cultural Activities/) (C1)	22203.5	1741	15362.5	5100
	• Tourist site enhancement(C1)	33069.5	4869.5	20330	7870
	• Adventure/Sports(C3)	24153	4513	10610	9030
	• Recreated Heritage Village/Craft Village Related oriented to high income segment tourists(C3)	448	80	258	110
	• Village tourism Experience(C3)	385	-	-	385
	• Meditation/Yoga Retreat(C3)	10	-	10	-
	• Miscellaneous as per UPT(C2)	12156	10430	1726	-
	• River Cruise Projects(C3)	1545	-	-	1545
	• Special Train projects(C3)	3000	-	-	3000
4	Eco-Tourism/Nature Related				
	• Ghats Maintenance Projects(C1)	3625	3625	-	-
	• Specially Adapted Vehicle/Power facilities for forest areas(C2)	330	300	30	-
	• City Landscaping /natural ambience promotion/ conservation Projects(C1)	27017	4918	22097	-
	• Ponds/Kunds/Lake Development(C2)	1595	495	600	500
5	Others				
	• Community Sensitization(C2)	190	180	10	-
	• Marketing/Tourism promotion etc. Budgets(C2)	2200	2100	100	-
6	Total Outlay	346020	115138	187636	43246

2.12 The ability to raise funds through appropriate funding strategies covering private sector participation, donor grants/soft term loans, contributions from both central and state government sources, corporate sponsorships of projects etc. becomes a critical driver and success factor for plan implementation.

2.13 In the optimistic scenario, it has been assumed that the funding and investment requirements of approximately Rs.7800 crores (at current price levels) over the twenty-year period would be met. In a less than optimistic scenario wherein funds/investment requirements are not fully met, alternate or contingency planning would have to be considered. This could take the form of options involving trade-offs. Some examples:

Option 1

Focus on hubs/projects/sites for accelerated development that are high income generating and where infrastructure is already well developed or is emerging to be highly developed.

- Examples: Lucknow and Greater Noida hubs.
- Allow other proposed hubs/ tourism sites to evolve gradually as tourism destinations

Option 2

Focus on hubs/locations for accelerated development where infrastructure, tourist products and facilities related investment could be primarily donor/soft loan driven and allow other proposed hubs/ tourism sites to evolve gradually as niche tourism destinations

- Examples: The Buddhist Circuit locations. Financial support prospects are possible from international Buddhist organisations, governments and corporates of predominantly Buddhist countries
- Varanasi and Agra (Taj): These are locations that themselves have high potential brand equity as national and international heritage centres which forms a strong basis for raising national (general public) and international grant/soft term funding support.

Option 3

Accept as a principle of state policy (for implementation on a state-wide basis) that tourism led development be accorded highest priority in terms of regional allocation of resources. This would imply that districts covering defined hub/satellite locations and religious sites would have priority in resource allocation over other districts.

Option 4

Formulation and adaptation of criticality guidelines for defining types of projects. In the previously given exhibit covering Investment and Phasing by Project Category, a three-tier criticality model has been provided. On a relative scale, projects have been grouped into three categories, C1, C2, and C3 as follows:

- C1: Most critical projects
- C2: Less critical (but important) category projects
- C3: Not critical but desirable for augmentation of attractions

These are rankings on a *on relative scale* reflecting the degree of positive impact on tourism development/tourism traffic.

C1 projects by definition are to be accorded first preference for funding and C2 projects, 2nd preference and subsequently C3 (The concept can be extended to cover further levels of criticality depending upon the degree of financial constraints).

As per the given model, the investment breakup for the 3 phases according to the project criticality criteria has been provided in the tables below:

Breakup of Investments (in Rs Lakhs)

	Phase 1	Phase-2	Phase-3
C1	94940	144679.5	13043
C2	13515	30976	15510
C3	6683	11981	14693
Total	115138	187636.5	43246

Percentage Breakup for Projects (in%)

	Phase 1	Phase-2	Phase-3
C1	82.46	77.11	30.16
C2	11.74	16.51	35.86
C3	5.80	6.39	33.98
Total	100	100	100

C1 Projects primarily comprise of infrastructure upgradation and tourist site enhancements that impact core attractions

- As seen from the above table, the maximum percentage of the investment outlay for Phase-1 and phase-2 has been assigned for C1 (Most critical) projects.

C2 Projects mainly comprise of varied tourist site enhancements, upgradation of air travel infrastructure and special landscaping and other promotional projects that help in supplementing the C1 category of projects for attracting and augmenting the tourist arrivals.

- As seen from the above table, the percentage share of investments for the C2 category of projects gradually increases from phase-1 to phase-3 and commands the highest share of the total investments for the phase-3 outlay.

C3 projects cover additional (optional on a relative scale) attractions and facilities/services which would help in attracting distinct tourist categories.

- The bulk of the C3 projects are envisaged to be undertaken in phase-3

The above stated options are indicative and directional. Furthermore, combinations of the above options can also be considered. The major objective in context, however, is to emphasize the critical importance of:

- The need for meeting the funding and investment targets through public and private sources.
- The need for UPT to play a catalyst role in evolving fund raising strategies and attracting private sector participation
- The need for UPT to continuously enhance their “marketing skills” in “selling” tourism priorities to other state and non-state agencies

TOURISM FORECAST & EMPLOYMENT GENERATION

(Refer chapter 11 para 11.01-11.19, Appendix XI)

Tourist Traffic

2.14 The aggregate of tourism forecast on a conservative basis for the whole of UP over the next 20 years period has been assessed. The pilgrim category represents primarily the domestic low-income mass pilgrim segment which is less constrained by the lack of adequate infrastructure. Tour operators of various regions surveyed during the sites visitage pointed out that the *elasticity of visitage* for the non-pilgrim category to the proposed projects and facilities build up as per the perspective plan is considerably higher than for the domestic mass pilgrim segment. Phase wise forecast is provided below:

(in nos.)

	Pilgrims	General Interest	Total
Short Term(phase-1) 0-5 Years	450 lakhs	64 lakhs	514 lakhs
Medium Term(phase-2) 6-10 Years	570 lakhs	114 lakhs	684 lakhs
Long Term(phase-3) 11-20 Years	930 lakhs	310 lakhs	1240 lakhs

Note: figures refer to annual visitage at the final year of the given phase

2.15 In the context of the above the region-wise forecast has been given separately for the general interest tourist traffic.

2.16 The following is to be noted in the context of these projections:

- The forecasts excludes domestic low income pilgrims frequenting religious sites
- The area wise tourist traffic has not been added to avoid double counting in keeping with the principle of being conservative in projection estimates.

2.17 The above constitutes the likely tourist arrivals and is based on the premise that major projects as per the plan as also key recommendations relating to marketing and institutional strengthening are implemented. (In addition, alternate optimistic and pessimistic scenarios have also been worked out in the context of forecasting tourist traffic under different scenarios).

TOURISM TRAFFIC PROJECTIONS


	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
South West UP						
Jhansi + 60 km radius	12000	27000	37000	7000	16000	25000
Mahoba/Chitrakoot	0	5000	7000	0	1000	3000
Kalinjar from Jhansi hub	1000	1000	2000	0	1000	1000
Central UP						
Lucknow	115000	147000	289000	18000	23000	45000
Dudhwa	17000	29000	58000	3000	6000	14000
Ayodhya/ Faizabad	3000	6000	12000	0	2000	4000
South East UP Varanasi						
Varanasi + Surroundings	112000	143000	233000	122000	196000	508000
Sarnath	112000	143000	233000	18000	59000	203000
Chunar	6000	29000	70000	6000	39000	152000
Chandaprabha	40000	67000	103000	0	10000	51000
South East UP Allahabad						
Allahabad	99000	126000	205000	11000	18000	47000
Kaushambi	38000	48000	124000	2000	3000	8000
Kalinjar from Allahabad hub	153000	246000	396000	100	200	1000
Western UP Agra						
Taj Mahal	1852000	2983000	7737000	648000	1044000	2708000
Fatehpur Sikri	370000	895000	3095000	97000	261000	1083000
Red Fort	926000	1790000	5416000	324000	626000	1896000
Sikandra	556000	1193000	3869000	194000	418000	1354000
Western UP Mathura						
Mathura	62000	79000	129000	22000	35000	91000
Vrindavan	62000	79000	129000	22000	35000	91000
East UP						
Kushinagar	10000	11000	13000	19000	31000	50000
Kapilavastu	4000	7000	10000	15000	25000	45000
Shravasti	6000	8000	10000	19000	31000	50000
Others						
Sardhana	259000	378000	608000	100	200	500
Garhmukteshwar	5000	8000	21000	0	0	0
Hastinapur	2000	3000	5000	0	0	0

Note: figures refer to annual visitage at the final year of the given



EMPLOYMENT IMPACT OF TOURISM

(Refer chapter 11 para 11.21-11.34)

2.18 Based on the projects, investments and tourist forecast, the aggregate employment forecast has been assessed at approximately 25 lakhs persons over the next 20 rs. The Phase wise forecast approximates:

	Direct Employment			Total Employment		
	0-5 Years	6-10 Years	11-20 Years	0-5 Years	6-10 Years	11-20 Years
South West UP	210	3020	4820	520	7240	11440
South East UP Varanasi	6800	33300	137800	16200	80200	333000
South East UP Allahabad	2100	5940	17600	4900	13800	41200
Central UP	1400	5900	15700	3300	13800	36400
Western UP	65400	226000	894000	151000	531000	2103000
East UP	1700	6600	15200	4100	16000	36900
Others	100	800	2310	200	1800	5220
Total	77710	281560	1087430	180220	663840	2567160

Note: figures refer to incremental employment generated at the end of the final year of the given phase from plan inception

2.19 The above employment estimate can be improved, with higher actual tourist inflows. Hence the existing forecast should be considered as a “ floor target”.

INSTITUTIONAL STRENGTHENING

(Refer chapter 12 para 12.18 - 12.25, 12.27 – 12.29)

2.20 A critical success factor for implementation of the 20 Years Perspective Plan is the re-orientation of the institutional framework to be aligned with the objectives and targets of the overall plan. The most important concern areas relating to the existing institutional framework and related recommendations are provided in the exhibit as under:

Major Issues/Concern Areas	Addressed by/Recommendations
Weak coordination between state and district level governments for tourism development and promotion	Joint participation/coordinated budgeting (covering tourism impacting projects) of UPT and DMs' Office for tourism priority districts
Weak coordination between Tourism Department and other direct tourism promotion agencies such as Culture, State Archaeology, ASI, and Forests/Horticulture	Coordinated Budgeting and prioritisation for designated tourism priority districts/ areas. Short term “exchange” programmes or training programmes to be held among the state level agencies for operational

Major Issues/Concern Areas	Addressed by/Recommendations
	level staff to improve coordination and information sharing.
Infrastructure project implementation weakness arising from differing priorities of various infrastructure implementing agencies (eg: PWD, Irrigation, IAAI, State Civil Aviation etc) and UPT	<p>Constitution of an inter-ministerial task force to promote project implementation With added provisions for:</p> <ul style="list-style-type: none"> • Setting up/ conversion of the above into a Tourist Development Board/Authority supported by financial powers to accelerate project implementation in the eventuality that the inter-ministerial task force is unable to meet implementation targets. • Setting up of specific body to focus on select specialised/mega projects (eg: Chunar Heritage Fort Complex) <p>The above bodies are envisaged to have stakeholder participation drawn from a wider base in addition to the relevant infrastructure agencies</p>
<p>UPT—Role Core Competencies:</p> <ul style="list-style-type: none"> • Primarily oriented in the direction of administrative coordination or representation of proposals, especially to the state government. 	<p>Augmentation of competencies to include:</p> <ul style="list-style-type: none"> • Providing comprehensive information services to actual and potential tourists, EAs, other stakeholder's etc. • Marketing tourism priorities to EAs through operational level networking • Benchmarking with other states and nations for continuously assessing standards of infrastructure, level/quality of services being provided, evolving tourism concepts, products and services etc.

MARKETING AND PROMOTION

(Refer chapter 13 para 13.02-13.16)

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

development. In the specific context of the perspective plan, recommendations in regard to marketing and promotion have covered:

- Hub specific market-branding focus, MoUs with neighbouring states for joint promotion, special focus on high-income pilgrim segment and Indian diaspora, promotion of multiple niche marketing efforts (eg twin city concepts). Other strategies are oriented towards extending the tourist season, increasing average length of stay, and association with a reputed marketing firm for specific campaigns jointly with the travel-trade and hospitality industries
- Enhancement of private sector stakeholder participation in tourism administration, infrastructure, tourism facilities & services, monument upkeep and maintenance, blueprint for privatisation of hotel properties owned by the state government

IMPLEMENTATION /ACTION PLAN FOR TOURISM DEVELOPMENT

(Refer chapter 14 para 14.01-14.02)

2.22 The action plan covers immediate (0 to 1 Year) priorities and then priorities for each of the three phases of the plan. The 20 Years Perspective Plan is envisaged to serve as the initial foundation document setting the long-term direction; in this context it is imperative to apply the rolling plan concept to continuously update and refine the same over the designated plan period.

The major elements of the action/implementation plan cover: planning framework for implementation; modified policy framework / enabling legislation/ special task force attention areas; requirements for UPT to play a catalytic role: circuits for development; special marketing focus areas etc.

Time Frame Immediate: (0-1Year)

Planning framework

- Undertake region-wise specific master plans (for micro - detailing) for which the 20 Years Perspective Plan would serve as the Foundation Document.
- Development of consensus on the importance /priority level of tourism in the overall strategy for the state's development

Special task force (including inter-ministerial, PPP etc): attention areas

- Special task force to examine institutional framework issues: specifically on coordination with ASI and state archeology; region-specific authorities; coordination of budgeting between state and district planning for tourism
- Formulate policy framework /enabling legislation
 - * for privatisation of hotel properties owned by UPT/UPSTDC
 - * for land acquisition from tourism perspective
 - * for incentives to promote cleanliness and sanitation drive
 - * for adoption and up-keep of monuments by private corporates, institutions and associations of local bodies

UPT –a catalytic role

- Computerisation and web-based networking of all UPT offices, Tourism Site offices
- Digitisation of all visuals of all monuments, tourist sites, and attractions

Time frame: 0-5 years (Phase I)

(in addition to those mentioned for 0-1 Year)

Planning framework

- Detailed project feasibilities for first phase projects

Special Task Force: attention areas

- Privatisation: implement pilot-privatisation of 3~5 shortlist properties of UPT
- Institutionalisation of integrated budgetary framework and strategies covering district, state plans for tourism promotion as also State Archeology and ASI.
 - * Monument upkeep: Pilot implementation of sponsorship and adoption for shortlisted monuments.
 - * Cleanliness and sanitation focus/target(for monitoring by UPT): monument frontage: basic infrastructure and landscaping development for hubs and circuit locations focussed for first phase development

UPT –a catalytic role

- Revamp visitor centre concept on franchisee basis
- Revamp and institute comprehensive information dissemination through revamped portal web-enabled systems

Circuits and targets

- Implement investments (covering various project categories: infrastructure, connectivity, site attractiveness augmentation, conservation etc.)as per targets for phase-I
- Hub wise, circuits for focus in terms of development and promotion during phase-I are as follows:

Hub	Mainstream Satellite Circuits
Varanasi	Varanasi-Chunar Varanasi-Sarnath
Lucknow	Lucknow only
Jhansi	Jhansi (& surrounding areas along roads to Khajuraho and Deogarh)- Deogarh - Kalinjar

Agra	Agra-Taj+ Agra Fort- Sikandra-Fatehpur Sikri
Greater Noida	Casino complex pilot/restricted access
Religious Circuits (select)	Mainstream Circuits for development
Buddhist Circuit based	Sarnath-Kushinagar-Shravasti
Others	Varanasi-Vindyanchal- Allahabad

Refer to Exhibits 2-7 at the end of the chapter for focus attractions for phase-I

- Priority Hub for marketing emphasis in phase-I (each hub and related satellite destinations would have their own marketing requirements; however even among hubs, prioritisation is required from an overall UP perspective. The recommended priority is stated in context)
 - * (Varanasi Hub) Chunar Heritage Fort Complex—the World’s Oldest Living Fort and the proposed “Twin /Sister City of Varanasi”
 - * (Lucknow Hub)—Lucknow city: the Nawab Capital of India—culture, cuisine, crafts, festivals, monuments etc.

Time frame: 5-10 years (phase II)

Planning framework

- Detailed feasibility studies for projects envisaged to be implemented in phase-II
- Mid-review of implementation of 20 year plan and achievement of targets in investment, tourist inflow, institutional parameters.
 - * Assess need to develop new hubs and extended satellite destinations
 - * Examine feasibility of extension of perspective plan to cover additional districts and locations not considered in the present plan

Special Task Force: Attention areas

- Privatisation: implement privatisation of all hotel properties owned by UPT incorporating learning from “pilot exercise” undertaken in phase-I
- Monument preservation/upkeep: Institutionalise incorporating learning from pilot exercise undertaken in phase-I: Complete monument heritage preservation linkage with corporate and other sponsors
 - * Cleanliness and sanitation target (for monitoring by UPT): basic infrastructure and landscaping development covering a radius of 5 km around short-listed monuments/ site attractions.

UPT –a catalytic role

- Benchmarking: institute / develop the capabilities for and undertake international benchmarking
 - * of tourist flows linked with infrastructure : to define standards of required infrastructure

- * cleanliness and sanitation: to define standards of enhanced cleanliness and sanitation
- * more broadly: unique activities, created attractions, and services being offered; countermeasures to tourist harassment
(Note: Without benchmarking and assessing how tourist flows are related to various activities, both nationally and internationally, the state of UP may not realise the full benefits of tourism; more specifically would not be able to emerge as a premier tourism destination nationally and internationally)
- Information and tourist safety promotion role or infomediary role: providing high degrees of interactivity with prospective and actual tourists including pre-visit and post visit phases. Providing for:
 - * Registration/feedback facilities with UPT for interested tourists
 - * Networking system with DM's office, hospitals, travel agencies, relevant service associations, site offices etc. to facilitate rapid response to tourist requirements, especially in cases of genuine difficulties
 - * Call centre type facility to additionally process various requests and queries of tourists in various regional and select international languages
 - * Fostering the image of UP as a safe and convenient region for a range of “relevant tourist experiences”; the basic requirement being to convert the concept of “tourist” to “customer” for the state.

Circuits and targets

- Implementation of investments (covering various project categories: infrastructure, connectivity, site attractiveness augmentation, conservation etc.) as per targets for phase-II
- Hub wise, circuits for focus in terms of development and promotion during phase-II in order to enhance the attractiveness of the core hub are as follows:

Hub	Mainstream Satellite Circuits (additionally being developed during present phase)
Varanasi	Varanasi-Jaunpur Varanasi-Chandraprabha-Naugarh
Lucknow	Lucknow- Dudhwa National Park- Singahi Heritage Village- Lucknow Lucknow-Faizabad-Ayodhya-Lucknow
Jhansi	Jhansi- Samthar – Erich – Todi Fatehpur Jhansi-Mahoba
Agra	Agra-Patna Bird Sanctuary Agra-Mathura/Vrindavan
Greater Noida	(stand alone destination); Delhi- Greater Noida
Buddhist Circuit based	Lumbini- Kapilvastu-Kushinagar

Refer to Exhibits 2-7 at the end of the chapter for focus attractions for phase-II

- Hubs for special marketing emphasis during phase II:

- * (Jhansi Hub): Forts , Heritage & scenic beauty; entire UP Bundelkhand circuit areas
- * (Agra Hub): The Mughal Capital of India theme

Time frame: 10-20 years (phase-III)

Planning framework

- Detailed feasibility studies for specific projects suggested for phase-III
- Examine feasibility of extension of perspective plan to cover additional districts and locations not considered in the present plan
 - * For the purpose of the “mainstream” tourism
 - * To offer an additional range of tourism attractions and to reduce possible strain on account of carrying capacity limitations
(The above would be specially relevant if actual tourist inflows exceed projected estimations by a considerable magnitude)

Special Task Force: attention areas

- Implement cleanliness and sanitation drive to internationally benchmarked standards
- Implement tourism customer service to defined internationally benchmarked standards

UPT-catalytic role

- Through comprehensive networking with travel trade community as well as government agencies and entities, enable and facilitate micro-marketing and tourism promotion according to niche-segment interests
 - * i.e. tourism customised for the various categories and segments of both domestic and international tourists

Circuits and targets

- Implementation of investments (covering various project categories: infrastructure, connectivity, site attractiveness augmentation, conservation etc.) As per targets for phase-III.
- Hub wise, circuits for focus in terms of development and promotion during phase-III in order to enhance the attractiveness of the core hub are as follows:

Hub	Mainstream Satellite Circuits (additionally being developed during present phase)
Varanasi	Varanasi-Kaimur
Lucknow	Lucknow – Faizabad – Lucknow- Shravasti-Lucknow (Shravasti in context is being linked as a heritage and cultural centre.)
Jhansi	Jhansi- Chitrakoot – Banda – Kalpi

Agra	No addition
Greater Noida	No addition; stand-alone Hub
Buddhist/ Other Religious Circuits	Allahabad-Kaushambi Agra-Sankisa

Refer to Exhibits 2-7 at the end of the chapter for focus attractions for phase-III

- Hubs for special marketing emphasis:
 - * (Greater Noida): Leisure-Entertainment Complex

General note

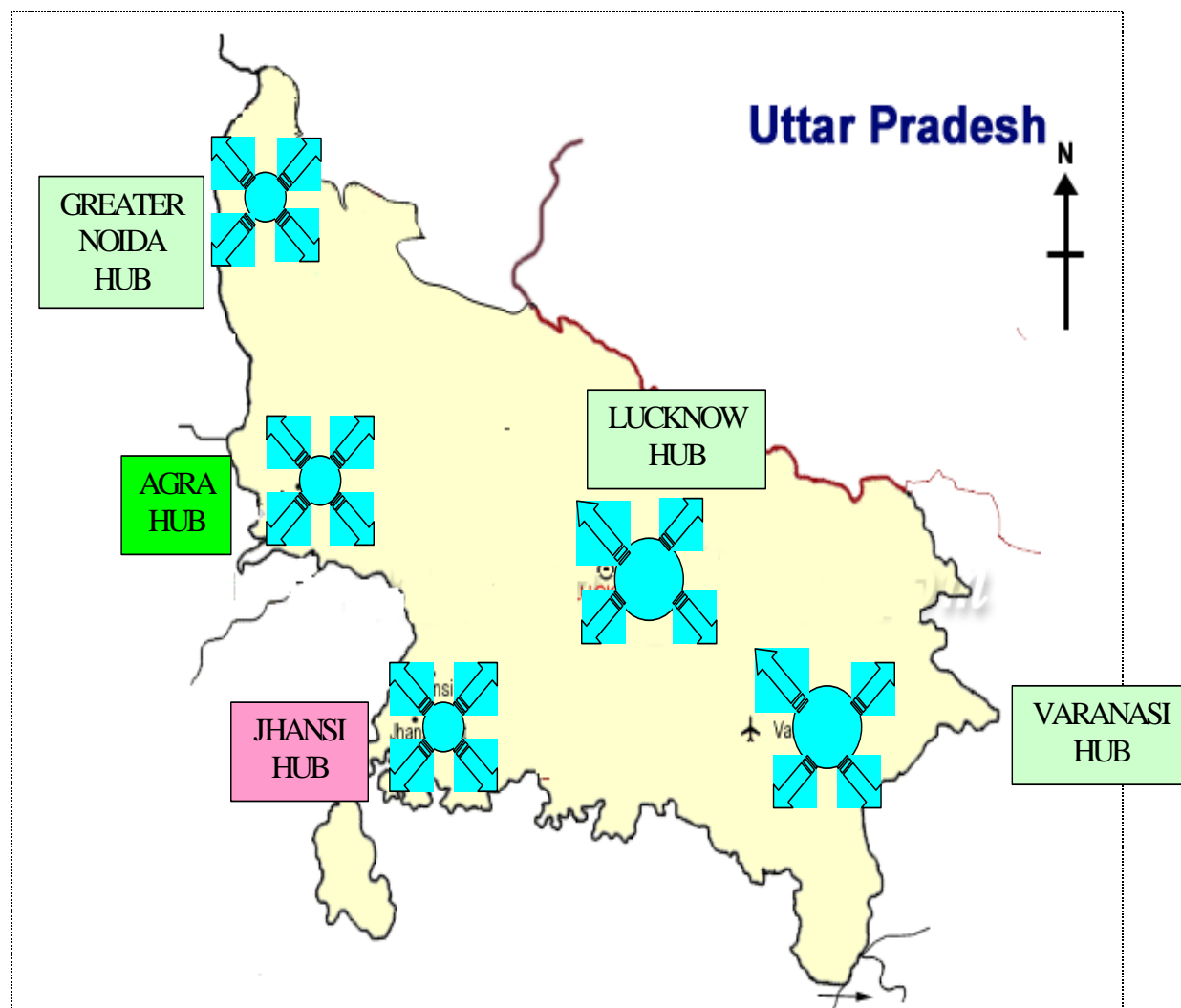
Marketing

1. Religious centres/locations are not being earmarked for “commercial marketing”. The objective in context is to offer facilities, amenities and conveniences, create awareness of specific the above to persons interested to undertake such visits /pilgrimage.
2. However, “commercial marketing” effort can be focussed on potential customer segments who would be interested in visiting such pilgrimage centres/sites motivated by interest in “cultural heritage”

Exhibits

1. Exhibits 1-7 provide the map/graphical representation of the proposed hubs and circuits for tourism promotion for the 3 phases.

EXHIBIT 1
General Interest Tourism



Mainstream Focus on creating Tourist hubs

Exhibit 2

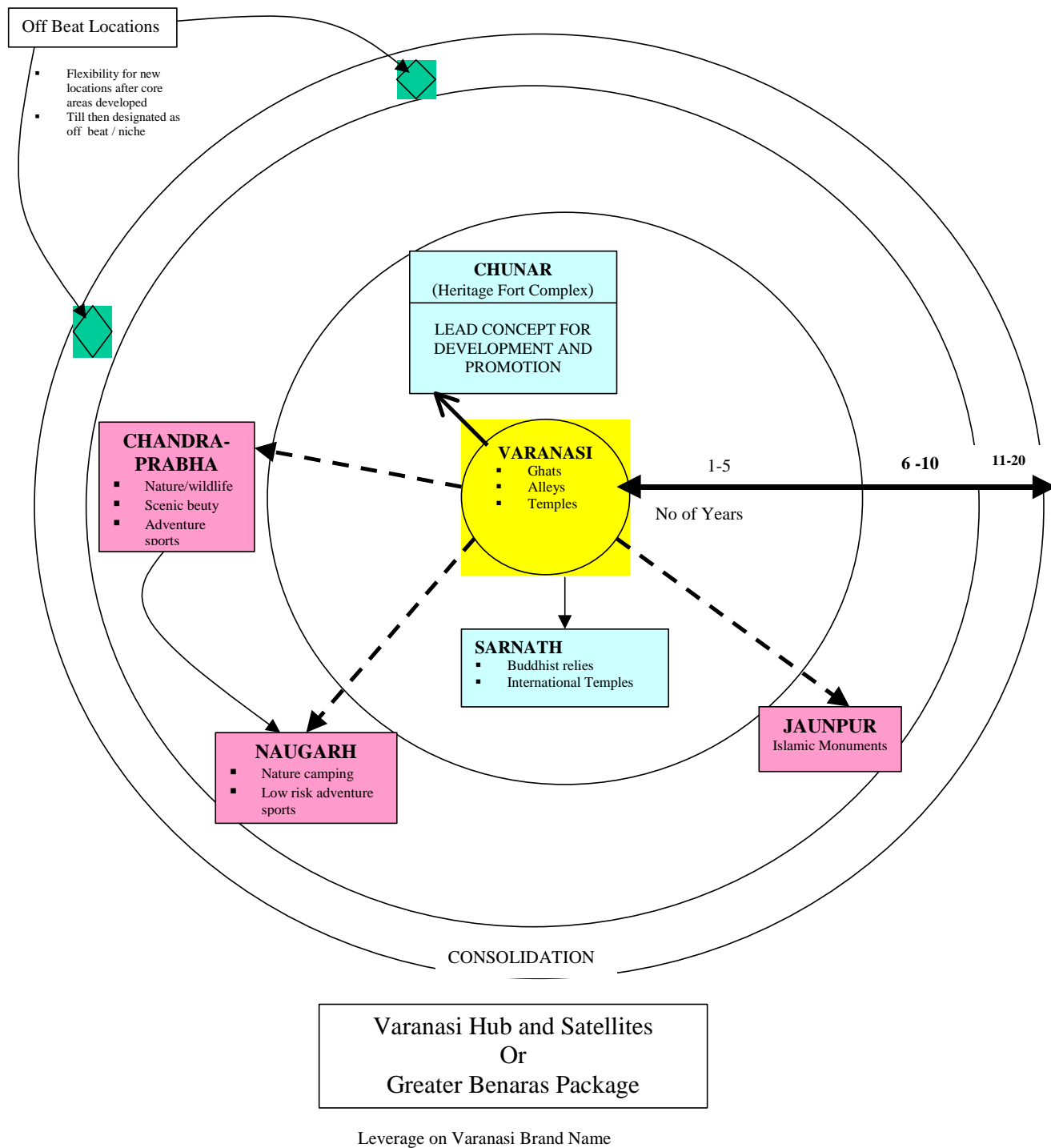


Exhibit 3

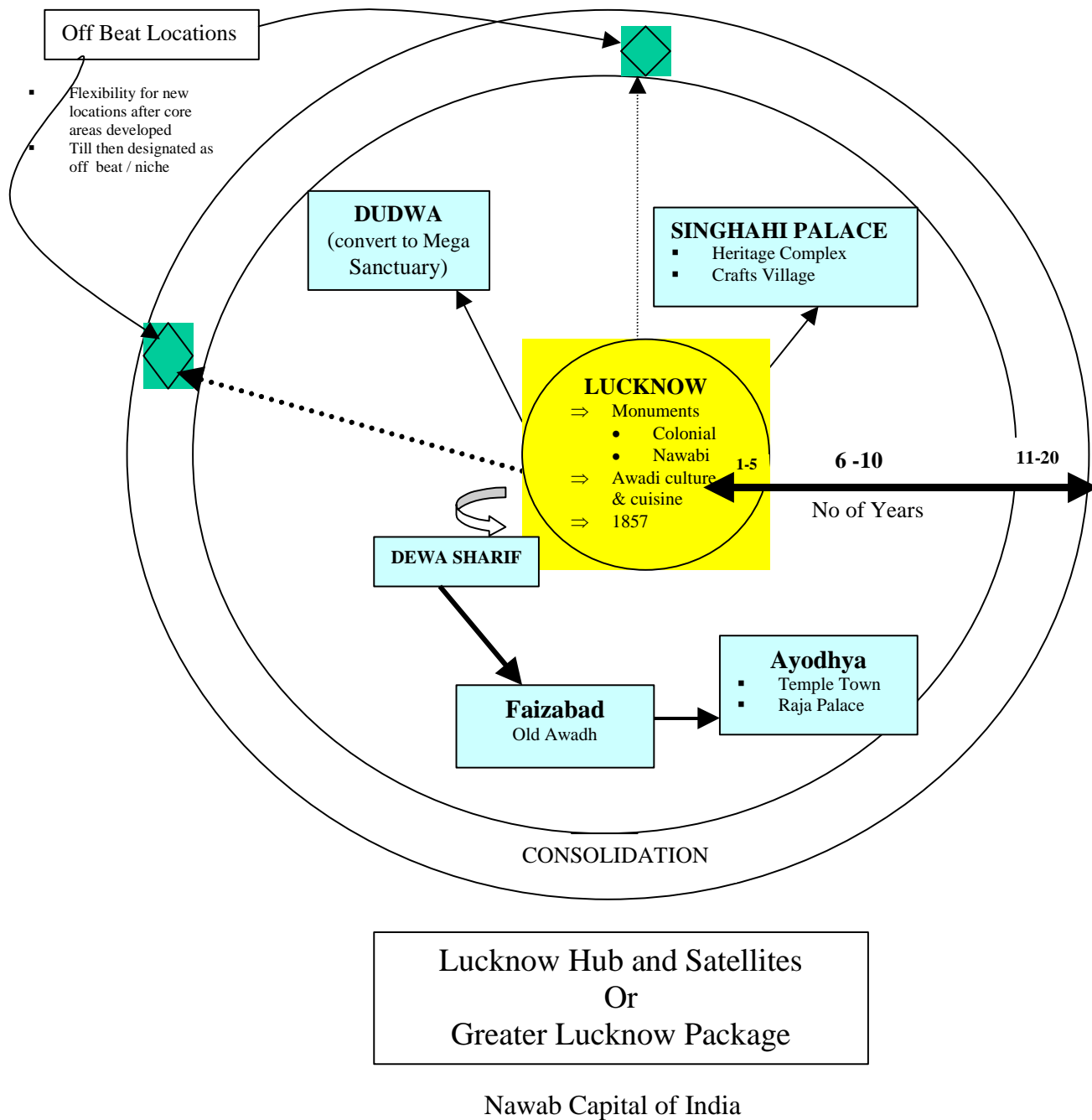


Exhibit 4

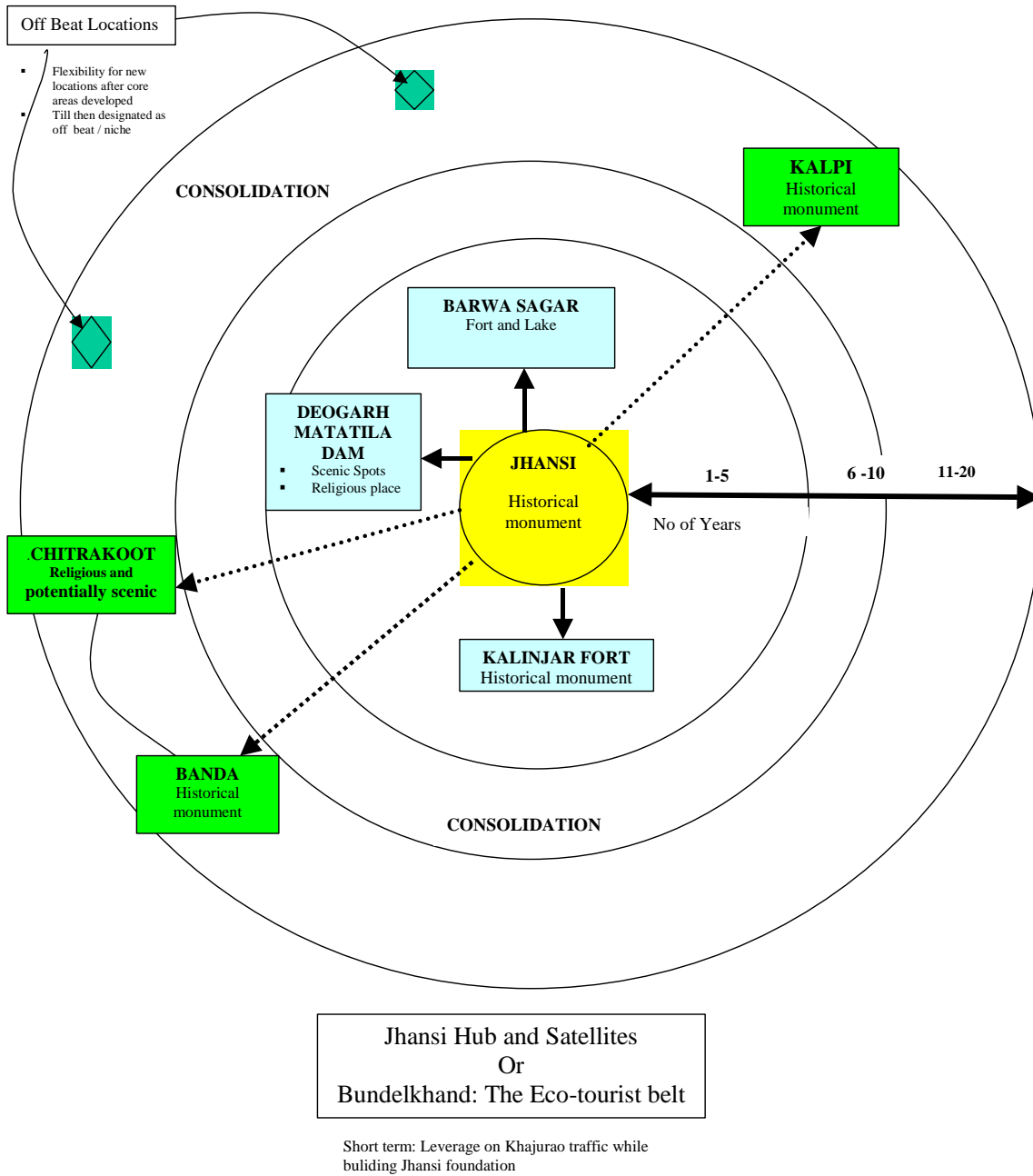


Exhibit 5

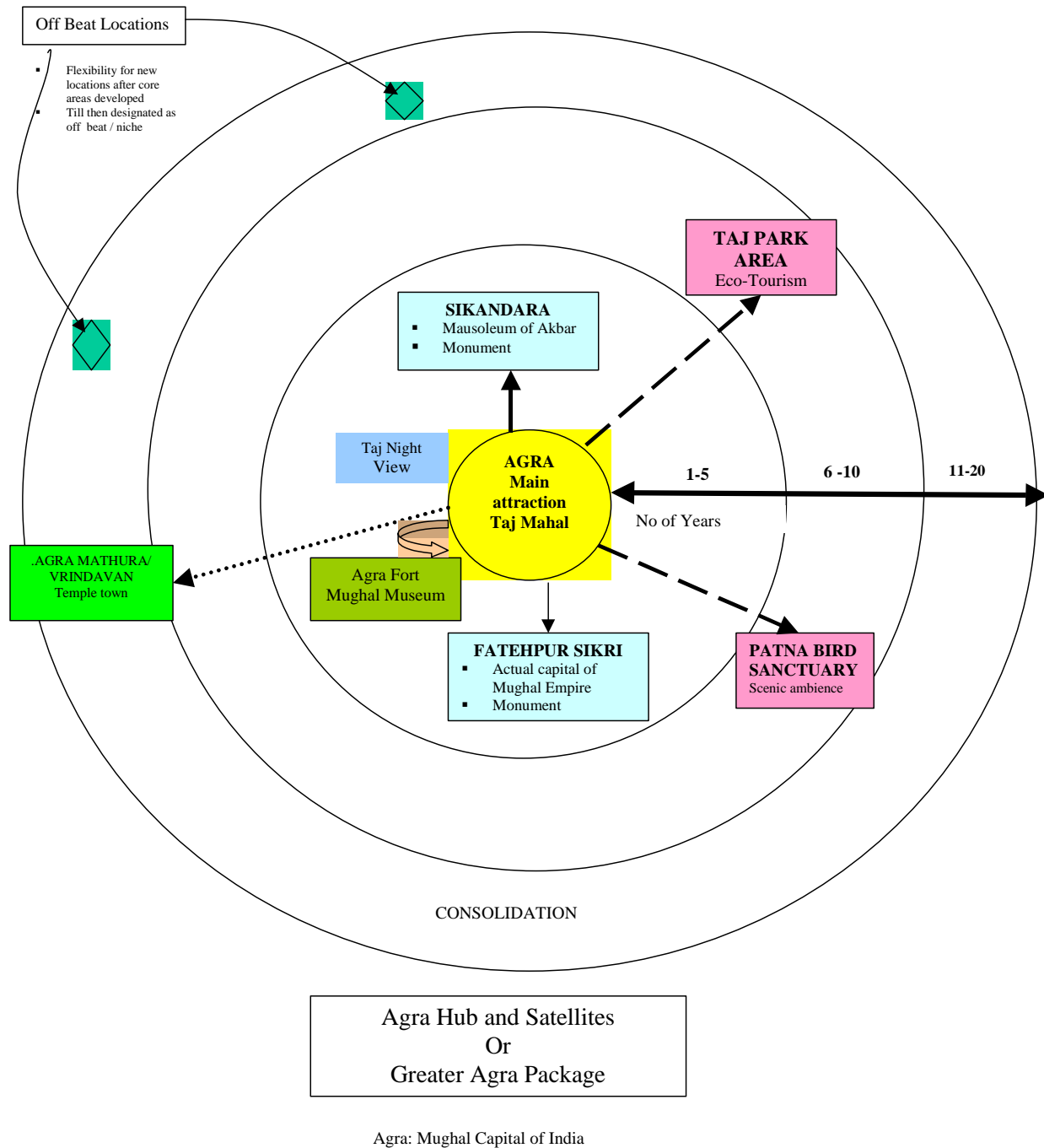


Exhibit 6

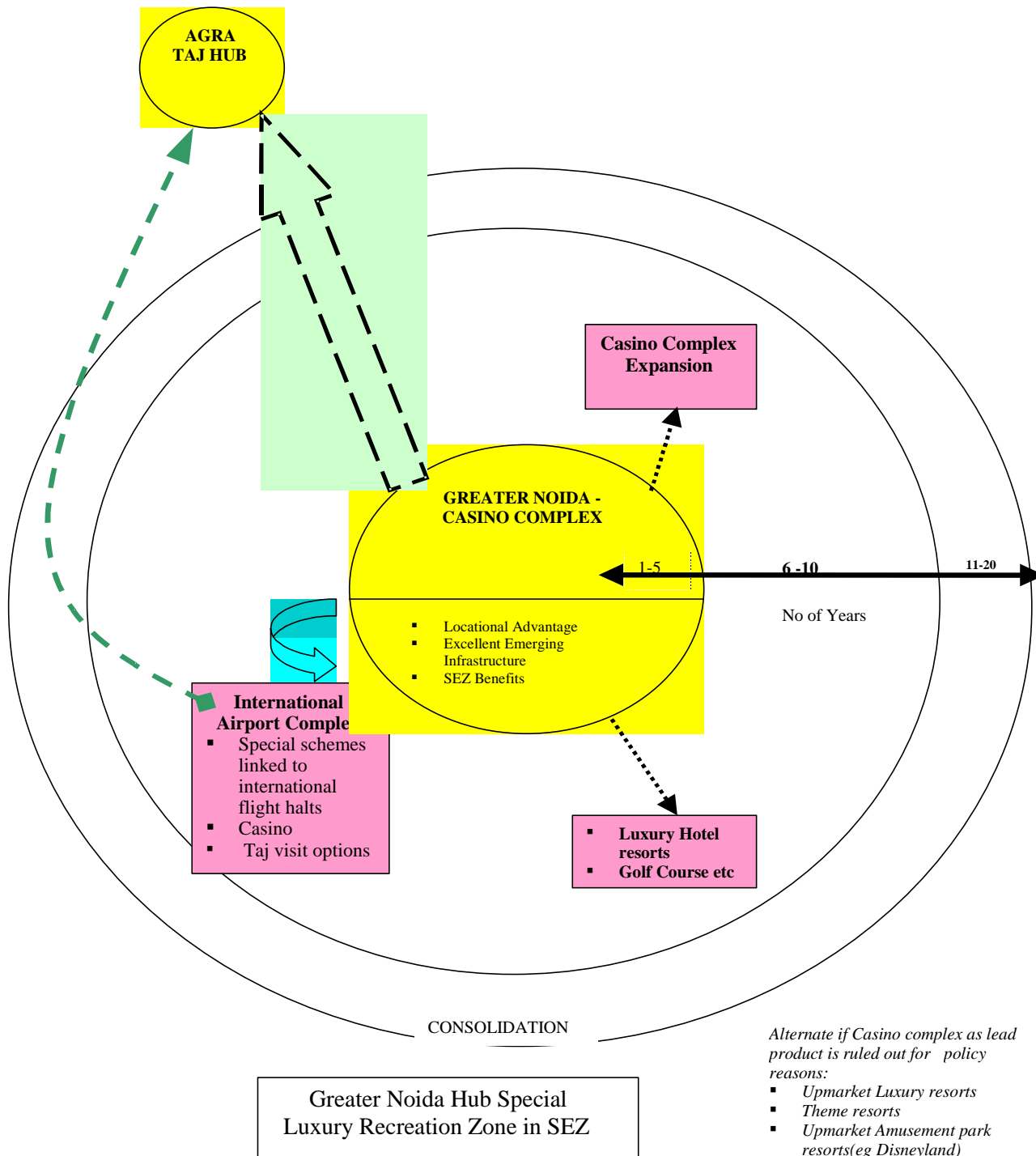
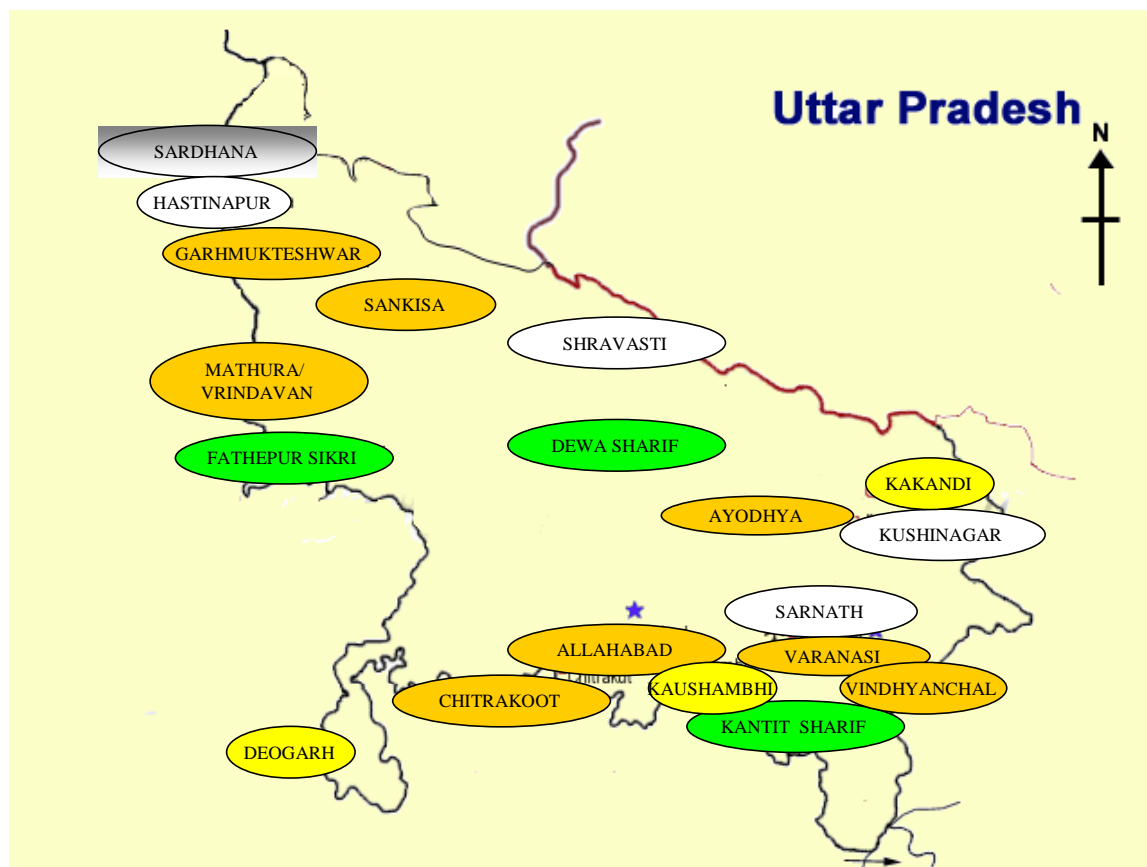


EXHIBIT - 7

Religious sites that are major pilgrim destinations



- Several faiths
- Sites near proposed hubs → Leverage into culture-heritage destination

3.00 EXISTING SCENARIO ASSESSMENT & DEFINING THE TOURISM OPPORTUNITY

{This chapter covers Points no. iv,v,vi of the Guideline}

3.01 This chapter comprises of :

- UP's share in tourist traffic
- Inventory of tourism assets
- Inferences from other states & nations
- Assessment of ongoing development plans
- Inferences from tour operators
- Tourism SWOT
- Implications for future planning: The plan framework and tourism objectives

UTTAR PRADESH'S SHARE IN INDIA'S TOURISM

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

(in millions)

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

Source: Department of Tourism

Foreign tourist statistics is total foreign tourist arrivals in India

Domestic statistics includes Uttaranchal; perspective based on excluding Uttaranchal is provided in Page 2

3.03 There has been an increase of 6% per annum in the number of foreign tourists. This is higher than the 3% per annum increase in foreign tourist arrivals for the nation as a whole. The increase in domestic tourism is however in line with the current growth rate of 10% per annum overall for domestic tourists in India.

UP compared to other states

3.04 As per available statistics UP is the number one state in terms of domestic tourist visitage and number three (after Delhi & Maharashtra) in terms of the number of foreign tourists visiting per annum.

Domestic tourism

- The domestic tourism statistics could be high due to a large number of religious sites in the state like Varanasi, Allahabad, Haridwar (now in Uttaranchal), Ayodhya and Chitrakoot. Similar is the case with Andhra Pradesh which also claims to attract 48 million domestic tourists-- mainly due to the highly popular temple-shrine of Tirupati in the state.
- Furthermore, it is estimated that (adjusting for) separation of Uttaranchal will reduce the number of tourists inflow by an estimated 30% and take UP to the second position from an overall perspective.**

It is to be further more noted that the tourist traffic projections for the next 20 years has been calculated on a site specific basis which hence excludes Uttaranchal sites and region.

(In millions)

Year	UP			India as a whole		
	Domestic	Foreign	Total	Domestic	Foreign	Total
1997	26.5	0.5	27.0	159.9	2.4	162.3
1998	29.1	0.6	29.7	168.2	2.4	170.6
1999	32.0	0.6	32.6	176.1	2.5	178.6
2000	35.2	0.6	35.8	210.1	2.6	212.8

Source: Department of Tourism

Foreign tourist statistics is total foreign tourist arrivals in India

Domestic statistics excludes Uttaranchal

- It is to be noted that bulk of the pilgrims coming to these places are low spending, as can be seen from the few high quality hotels in these cities. The average income spend by domestic tourists has been estimated as follows:

Year	Numbers	Income in Rs.mil	Rs. spent/ tourist
1997	37.8	40610	1075
1998	41.6	44670	1075
1999	45.7	46920	1026
2000	50.3	49260	979
	Average		1035

Source: UP Tourism

Foreign Tourists and average spend

- The total average spend by a foreign tourist in UP is estimated at around Rs.32,000 (compared to the national average of approximately Rs.51,000 per foreign tourist). The average tourist spend in the past few years is estimated as follows:

	India		UP	
	Foreign Tourists arrivals in millions	Rs. spent /tourist	Foreign Tourists arrivals in millions	Rs. spent /tourist
1997	2.4	47441	0.7	31643
1998	2.4	51513	0.8	31073
1999	2.5	52181	0.8	31503
2000	2.6	53911	0.8	32689
Average		51343		31746

Source: UP Tourism/ Department of Tourism, GOI

- The relatively lower spending could be primarily due to a comparatively lower length of stay or a low-income profile of tourists (backpackers). The lower length of stay could be due to the popularity of just one or two sites mainly Agra and Varanasi (more than 90% based on preliminary estimates).
- Further the adjustment of tourist going to Uttaranchal will also bring this figure down by about 5%

3.05 The tourist traffic flow is better understood when linked with specific attractions and locations. These are provided for from an overall perspective in the next section. (Further details are additionally provided in the relevant sections of Chapter 4 –9)

INVENTORY OF TOURISM ASSETS

3.06 Uttar Pradesh is blessed with a large number of attractions. These attractions can be categorised into:

- Religious Sites (Hindu, Islamic, Buddhism, Jain & Christian)
- Historical / Heritage Sites
- Nature/ Scenic, Wildlife related

3.07 These sites have been evaluated using the following criteria:

- **Tourist traffic** implies the total tourists coming to the site
- **Tourist profile** implies the demographics (nationality, spending habits etc.) of the tourists
- **Tourist relevant infrastructure** implies roads (access / town roads), hotels, site (cleanliness, maintenance, conservation etc.)
- **Closest tourist centre:** The distance from the closest main tourist centre such as Agra, Varanasi and Khajuraho etc.

(In this context the demographic and background profile of Uttar Pradesh and select districts are provided as Appendix I)

3.08 Furthermore, the tourism locations have been divided into five geographical/ cultural belts in the state for analytical convenience, namely:

- Western UP: Agra, Mathura, Merrut, Bareilly etc.
- South Western UP (Bundelkhand): Jhansi, Mahoba, Deogarh, Banda etc.
- Central UP (Awadh): Lucknow, Kanpur, Faizabad, Lakhimpur etc.
- Eastern UP: Gorakhpur, Basti etc.
- South East UP: Varanasi, Allahabad, Mirzapur etc.

3.09 The various categories of sites viz. Religious, Historical/ Heritage and Nature/ Scenic/ Wildlife related are discussed in the following sub-sections. Overall and general inferences of the tourism asset inventory are provided at the end of this section.

Religious Sites

3.10 UP has a large number of religious attractions for Hindu, Islamic, Buddhist, Jain & Christian. These sites are located in different parts of the state. The table below lists the cities with various religious attractions:

Western UP	South West UP (Bundelkhand)	Central UP (Awadh)	East UP	South East UP
Religious: Hinduism				
Agra / Fatehpur Sikri Mathura/ Vrindavan Hastinapur Garh Mukteshwar	Chitrakoot	Ayodhya Kannauj Faizabad	Gorakhpur	Varanasi Allahabad Jaunpur Chandra Prabha/ Naugarh Sringeripur Kampil

Religious: Islamic				
Agra / Fatehpur Sikri		Kannauj		Varanasi Jaunpur
Religious: Buddhist				
Sankisa			Kushi Nagar Shravasti	Sarnath
Religious: Jain				
Hastinapur	Deogarh Mahoba	Ayodhya	Shravasti	Varanasi Kampil Kaushambhi Pabhosa Pawannagar Kakandi
Religious: Christian				
Sardhana				
Religious: Sikh				
Agra Mathura		Lucknow Ayodhya		Allahabad Chota Mirzapur/ Aroha Bhaili Varanasi



3.11 From the above Exhibit it can be inferred that:

- UP has a large number of cities with religious sites but barring some of the Buddhist sites there is no geographical cluster of religious sites. This implies that it is difficult to promote a religious circuit for tourists, covering all the sites of religious interest.

Hindu Religious Sites

3.12 The major religious sites by region and religion category are broadly assessed from the tourism perspective in the following sections.

West UP

3.13 Western UP region has a fairly large number of popular Hindu pilgrimage centres as given under:

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Mathura/ Vrindavan Krishna Janmbhumi Rangeshwar Bhateshwar Katra Keshav Deo Gokul	Very High (~60 lakhs/year)	Domestic Low spending Limited Foreign tourists	<ul style="list-style-type: none"> • Excellent connectivity with Delhi/ South/ West • Roads good • Good hotels: all categories 	Agra New Delhi
Hastinapur Jayanti Devi Math Shri Pandaveshwar Mahadev Temple Trilok Sansthan	High (~2.4lakhs/year)	Domestic Low spending	<ul style="list-style-type: none"> • Connectivity 40 km from NH (Merrut) • Acco. Constraints 	New Delhi
Garh Mukteshwar	High (~5lakhs/year)	Domestic Low spending	<ul style="list-style-type: none"> • On NH • No tourist infrastructure: Dharamshala acco 	New Delhi
Kampil Drupad Fort Draupadi Kund Kapil Muni Ashram Bhed Kund	High	Domestic Local	<ul style="list-style-type: none"> • Connectivity: Motorable roads 	Agra

Salient Highlights & Inferences

- All the Hindu religious sites in the area besides Hastinapur are well connected by road
- The tourism infrastructure is poor/underdeveloped in Hastinapur/ Garhmukteshwar

- All sites are currently centres for pure pilgrims not general interest tourists of high income pilgrims

South West UP (Bundelkhand)

3.14 Chitrakoot is the main religious centre in the Bundelkhand area. The various sites of pilgrimage in Chitrakoot are given as under:

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Chitrakoot	Very High (~24 lakhs/year)	Domestic Low spending Few Foreign tourists	<ul style="list-style-type: none"> • Poor train/ rail connectivity with entire country • Only Allahabad well connected (NH 76) • Access Constraints: No good hotels (only govt. guest houses) 	Khajuraho

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
<i>Attractions in Chitrakoot</i>				
Ramghat	Very High	-Domestic Low spending -Few Foreign Tourists	<ul style="list-style-type: none"> • Poor access road • Dirty water in Mandakini river • Chaotic when crowded 	- do -
Kamadgiri Sphatik Shila Gupta Godavari Hanuman Dhara Valmiki Ashram ,(MP)	- do -	- do -	- do -	- do -
Bharat Koop	High	- do -	<ul style="list-style-type: none"> • Badly maintained temple • Poor entrance • Access road fine 	- do -

Salient Highlights & Inferences

- All religious sites in the area need to be refurbished in order to be developed as tourist / higher income pilgrim destination
- No infrastructure for high spending pilgrims/ tourists

Central UP (Awadh)

3.15 The Awadh belt has several important shrines spread across locations:

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Ayodhya/ Faizabad	Very high (~52 lakhs/ year)	-Domestic Low spending	<ul style="list-style-type: none"> • Good connectivity with Lucknow • Few quality hotels • Good internal roads • Temples/main ghats – Inadequate maint. 	Varanasi
Kannauj Chemkali Deve Temple Padmavati Temple Varahdwari	Low (~0.5lakhs/ year)		<ul style="list-style-type: none"> • Good road connectivity (SH) • Limited/ Underdeveloped infrastructure 	
Kanpur	Not perceived as tourist destination	-Domestic business -some British tourists (Colonial interest)	<ul style="list-style-type: none"> • Good road/ rail connectivity with rest of the country • Good hotels: all categories • Town roads crowded 	Agra
<i>Attractions in Kanpur</i>				
Bithoor	Low(~0.7 lakhs /year)	Domestic Low spending	<ul style="list-style-type: none"> • Poor access road • Poorly maintained 	

Salient Highlights & Inferences

- The religious towns in the area are fairly well connected with the rest of the country
- Most of the sites in the area are poorly maintained
- All sites currently are centres for low spending pilgrims not general interest tourists

East UP

3.16 East UP has limited Hindu religious sites attracting pilgrims. The most important among them are:

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Gorakhpur Gorakhnath Temple	Low (~1.5lakhs/year)	Local Low spending	<ul style="list-style-type: none"> • Good road connectivity • Acco. Constraint: No 	Buddhist sites

			good hotels (Issue of basic min quality)	
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Salient Highlights & Inferences

- The religious sites in the area are local attractions
- Presently serves as gateway point to key Buddhist destinations – Kushinagar, Kapilavastu

South East UP

3.17 South East UP region is home to several important Hindu shrines as given under:

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Varanasi Kashi Vishwanath temple Other temples	High (~5.4 lakhs)	-Domestic Low spending -Foreign all categories	<ul style="list-style-type: none"> • Good roads • Connectivity good except with South India • Good hotels: all categories 	Khajuraho
Vindhyanchal Vindhayavasani Kalikoh:Ashtab huja Sankat Mochan	Very High (~22 lakhs)	-Domestic Low spending	<ul style="list-style-type: none"> • Good road • Connectivity (NH) • Budget Hotels available 	Varanasi
Jaunpur Shitala Temple Yamdagini Temple	High (~4 lakhs)	-Domestic Local Low spending	<ul style="list-style-type: none"> • Good roads • Acco. Constraint: No hotels 	Varanasi
Allahabad	Very High (~88 lakhs)	-Low spending domestic -Foreigners during Kumbh	<ul style="list-style-type: none"> • Good roads • Connectivity good except with South India • Good hotels: all categories 	Varanasi
<i>Attractions in Allahabad</i>				

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Sangam	Very High	- do -	<ul style="list-style-type: none"> • Good access • No permanent ghats • No signage 	-do-
Patalpuri Temple	Very High	- do -	<ul style="list-style-type: none"> • Connectivity good with city but poor access • No signage 	-do-
Sringverpur Temples	High (~1.3 lakhs)	-Domestic Local	<ul style="list-style-type: none"> • No hotels 	Allahabad

Salient Highlights & Inferences

- Allahabad & Varanasi attract pilgrims from all parts of the country
- Foreign tourists visit Varanasi in large numbers; few visit Allahabad also
- The sites in most places are not properly maintained (cleanliness & landscaping)
- Signage in most places is minimal

Islamic Religious Sites

3.18 UP also has a good number of Muslim religious shrines. These shrines are spread across all parts of the state.

West UP

3.19 West UP region is home to several important Islamic shrines as given under:

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Agra/Fatehpur Sikri <ul style="list-style-type: none"> • Mazar-I-sheikh moosa • Moinuddin Chishti • Jama Masjid 	High (~3 lakhs)	Domestic/ Foreign	<ul style="list-style-type: none"> • Excellent connectivity with Delhi/ West • Roads good • Good hotels: all categories 	Agra

Salient Highlights & Inferences

- All sites in the area have fairly good infrastructure

Central UP (Awadh)

3.20 Central UP region also has several important Islamic shrines as given under:

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Barabanki • Deva Sharif	High (~2.6 lakhs)	Domestic: All income groups	• Good connectivity with Lucknow	Lucknow
Kannauj • Haji Sharif	Low (~0.5 lakhs)	Domestic Local spending	• Good road connectivity	Agra

Salient Highlights & Inferences

- All sites in the area have fairly good connectivity
- These sites are mostly local shrines and get few pilgrims from outside

South East UP

3.21 Varanasi and Jaunpur in South East UP have several important Islamic shrines as given under:

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Varanasi • Alamgir Mosque • Gyanvapi Mosque	Low	-Domestic all income group	<ul style="list-style-type: none"> • Good roads • Connectivity good except with South India • Good hotels: all categories 	Lucknow
Jaunpur • Atala masjid • Jahangir Masjid • Jama Masjid	Low	Local low spending	<ul style="list-style-type: none"> • Good roads • Acco. Constraint: No hotels • Congested: Underdeve. infra. 	Varanasi
Vindhyanchal • Kantik Sharif	High ~3lakhs	Pilgrim from all over country	• Good connectivity	Varanasi

Salient Highlights & Inferences

- All sites in the area have fairly good connectivity
- These sites are mostly local shrines. Kantit Sharif is a major exception attracting large numbers especially from North India

Buddhist Religious Sites

3.22 Uttar Pradesh has some of the most important Buddhist pilgrimage sites as given under:

West UP

3.23 West UP has got one major site of Buddhist interest.

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Sankisa <ul style="list-style-type: none">Ashoka pillarOther Excavations	Low (~0.1 lakhs)	Few Pilgrims	<ul style="list-style-type: none">Badly connected with other tourist hubs	Agra

Salient Highlights & Inferences

- The area is badly connected with the hubs or with the other Buddhist shrines in the state

East UP

3.24 East UP has two major sites important for Buddhist interest as given under:

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Kushi Nagar 5 th Century statue Stupa/ Shrines International temples	Low (~0.3lakhs /year)	Foreign mainly	<ul style="list-style-type: none">Good road connectivityFew Good hotelsGood temple acco	Varanasi
Shravasti Anand Bodhi Tree Kacchi/Pakki Kuti Jetavana Monas. Other ruins	Low (~0.4lakhs /year)	Foreign mainly	<ul style="list-style-type: none">Good road connectivityFew Good hotelsGood temple acco	Lucknow

Salient Highlights & Inferences

- All sites in the area have fairly good connectivity
- These sites are mostly frequented by foreign nationals primarily of Buddhist faith

- Scope for attracting domestic tourists in the cultural/ heritage profile segment can be examined

South East UP

3.25 The major Buddhist sites in South - East UP are :

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Kaushambi	Low (~0.5 lakh/year)	Jain / Buddhist & general interest	<ul style="list-style-type: none"> • Poor quality road to Allahabad • Acco.Constraints : No hotels 	Varanasi

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Sarnath Dhamekh Stupa Chaukhandi Stupa Mulgandha Kuti Ashoka Pillar ASI museum	Low (~0.9 lakhs) Highest among Buddhist sites	Foreign/ Domestic	<ul style="list-style-type: none"> • Good road /air/ rail vide Varanasi • Acco:Available at Varanasi 	Varanasi

Salient Highlights & Inferences

- All sites in the area have fairly good connectivity
- Good mix of domestic and foreign tourists in Sarnath
- Many Buddhist sites in UP, presently the most important site

Jain Religious Sites

3.26 Uttar Pradesh has some important Jain pilgrimage sites as given under:

South West UP (Bundelkhand)

3.27 South West UP is home to Deogarh, which is an important Jain shrine. The site is evaluated below

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
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Deogarh <ul style="list-style-type: none"> • Digamber Jain Temple • Varah Temple 	<ul style="list-style-type: none"> • High (~1.5 lakhs) 	<ul style="list-style-type: none"> • All types 	<ul style="list-style-type: none"> • Lalitpur-Deogarh road needs repairs • Lack of good Hotels (only UPT guest house) • Urgent Restoration • Under trust 	Khajuraho
Mahoba <ul style="list-style-type: none"> • 24 rockhewn images of Jain Tirthankaras 	<ul style="list-style-type: none"> • Very few 		<ul style="list-style-type: none"> • No access road • Totally undeveloped 	Khajuraho

Salient Highlights & Inferences

- Roads to Deogarh is not good
- No good local infrastructure is their in Mahoba

Central/ East/ South East UP

3.28 Central UP has a few Jain shrines located in Ayodhya as given under:

District	Attractions
Faizabad / Ayodhya	Ratnapuri Swargdwar Baksaria Tola Ramkot Muhalla Muhalla Mondhiana Rajghat Raiganj
Shravasti	Birth place of 3 rd Tirthankara
Varanasi	Bhadaini Bhelpura Chandrapuri
Kaushambhi	Pabhosa/ Kaushambhi temples
Deoria (Pawannagar)	Place where Lord Mahavira attained Nirvana
Deoria (Kakandi)	Jain temples
Merrut (Hastinapur)	 Temples
Farrukhabad (Kampil)	Birth place of 13 th Tirthankara. 1800 year old Jain temple
Agra (Shri Shauripur)	11 Shwetambar & 35 Digambar temples
Mathura	Sri Jambu Swami Ram Nagar Jain temple

Salient Highlights & Inferences

- Pilgrim traffic per year approximates 2.4 lakhs per year covering the above sites
- Hastinapur is traditionally being regarded as one of the most sacred sites

Christian Religious sites

3.29 Uttar Pradesh also has Christian Religious sites. These sites have been evaluated below:

West UP

3.30 West UP has one important Christian shrine as given under:

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Sardhana	High (~2.5lakhs/year)	North-India based Christian members; also a cultural picnic getaway from Delhi	Acco. Constraints Good connectivity from Delhi (20 kms from NH)	New Delhi

Salient Highlights & Inferences

- Presently a day visitage

Sikh Religious sites

3.31 Uttar Pradesh has few important Sikh religious sites. Although not established as a major pilgrimage centre, they are locations of historical and religious significance. The major sites are presented below:

Area	District	Attractions
Western UP	Agra	Gurudwara Hathighat Gurudwara Guru ka tal
	Mathura	Gurudwara Singh Sabha
Central UP	Lucknow	Gurudwara Yahiyaganj
	Ayodhya	Gurudwara Brahmkund
South East UP	Allahabad	Gurudwara Pakki Sangat
	Varanasi	Gurudwara Gurubagh Gurudwara Nichibagh Bhaili Sahib
	Mirzapur	Chota Mirzapur/ Aroha

Historical/ Heritage-Culture Sites

3.32 Uttar Pradesh has a large number of historical attractions including forts, palaces, temples, musoleums, tombs etc. from different eras of history. These sites are located primarily in western UP, Bundelkhand, South East UP and East UP. The table below lists the cities with various historical attractions:

Western UP	South West UP (Bundelkhand)	Central UP (Awadh)	East UP	South East UP
Agra / Fatehpur Sikri Mathura/ Vrindavan	Jhansi Deogarh Kalinjar Chitrakoot Mahoba Kalpi	Lucknow	Shravasti	Varanasi Kaushambi Sarnath



Historical/ Heritage-Culture Sites

3.33 An assessment of historical attractions is presented below:

West UP

3.34 The major historical attractions in West UP are as follows:

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Agra Taj Mahal Red Fort Sikandara Fatehpur sikri	Very High (~20 lakhs)	Domestic / Foreign	<ul style="list-style-type: none">• Good connectivity with Delhi• Sites are well maintained• Good facilities/hotels	New Delhi Jaipur

Salient Highlights & Inferences

- The main sites are well maintained
- Sikandra lacks on the support infrastructure as well as maintenance
- Agra is a one of the most popular Indian tourist destination; however city congestion/aesthetics results in Agra remaining a one day destination

South West UP (Bundelkhand)

3.35 Bundelkhand is one of the historically richest areas in the state. The various sites in the area are as given under:

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Jhansi	Low (0.10 lakh/year)	Domestic/ Some Foreign	<ul style="list-style-type: none">• Except East Good rail connectivity• Good roads• Few good hotels	Khajuraho
Jhansi Fort	Low (0.10 lakh/year)	Domestic/ Some Foreign	<ul style="list-style-type: none">• Fort complex needs to be refurbished• No parking/amenities	-do-

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Laxmi Tal	Very Low	Local/domestic	<ul style="list-style-type: none"> • Good access 	-do-
Barwa Sagar Fort	Low	Local/domestic	<ul style="list-style-type: none"> • Restoration required • Poor access 	-do-
Archaeological Museum	Low	Local		-do-
Samthar	Almost nil	---	<ul style="list-style-type: none"> • In relatively good condition • Access road of 3 kms bad 	-do-
Erich	Almost nil	---	<ul style="list-style-type: none"> • Monuments in “pathetic” state • Access road unmotorable 	-do-
Todi Fatehpur	Almost nil	---	<ul style="list-style-type: none"> • Fort complex needs to be refurbished • Access road poor 	-do-
Deogarh Dasavtar Temple	Low	---	<ul style="list-style-type: none"> • Urgent restoration needed 	Khajuraho
Kalinjar Fort	High (~1.5 lakhs)	Domestic-general interest; (middle/ high income)	<ul style="list-style-type: none"> • Poor roads Kalinjar–Naraini – Atarra –Chitrakoot Bad stretch till Attarra • Under devpmt. 	Khajuraho
Chitrakoot Ganeshbagh	Almost nil	---	<ul style="list-style-type: none"> • Access road needs improvement • Urgent need for restoration 	Khajuraho
Mahoba Kalyan Sagar Tank Madam Sagar Tank Karkarmath temple Rahila Sun temple	Almost nil	---	<ul style="list-style-type: none"> • Connectivity with city bad (2 kms of unmotorable road) • Monuments in bad condition 	Khajuraho
Kalpi Chawrasi Gumbaj Lanka	High (~1.5 lakhs)	Domestic	<ul style="list-style-type: none"> • Connectivity Good with Kanpur/ Jhansi only 	Khajuraho

Salient Highlights & Inferences

- Besides Jhansi fort all the other monuments are in poor condition and most of them are not in a condition to visit
- Poor awareness about the places even among the local citizens

Central UP (Awadh Circuit)

3.36 Central UP is a culturally rich area and has a large number of historical sites as given under:


Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Lucknow Great Imambara Rumi Darwaja Hussainabad Imambara Picture Gallery Macchi Bhawan Bhul Bhulaiya etc.	Low (~0.3lakhs/ year)	Domestic/ Local	<ul style="list-style-type: none">• Connectivity good except South/Jaipur• Access fine• Cleanliness/ Restoration of monuments required	Varanasi
Residency	Low(~0.31 lakhs/year)	Domestic/ Foreign	<ul style="list-style-type: none">• Relatively well maintained	
La-Martiniers	Low	Foreign	<ul style="list-style-type: none">• Urgent restoration	

Salient Highlights & Inferences

- Besides Residency other monuments have not been preserved properly
- Most old monuments are not under ASI but religious trusts

South East UP (Vidhyanchal)

3.37 Vindyanchal has a few historical sites as given under:

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Varanasi Ghats & Galis	High (~5.4 lakhs)	-Domestic Low spending -Foreign all categories	<ul style="list-style-type: none"> • Good roads • Internal city congestion Connectivity good except with South • Good hotels: all categories 	Khajuraho
River Fort B.H.U (Bharat Kala Museum) Jantar Mantar etc.	Indeterminate	-Domestic/ Foreign	-do-	-do-
Chunar	 Available	-Locals -Few general interest tourists	<ul style="list-style-type: none"> • Road to Varanasi is circuitious • Acco. Constraints • Fort complex needs to be refurbished 	Varanasi
Kaushambi	Low (~0.5 lakh/year)	Jain / Buddhist & general interest	<ul style="list-style-type: none"> • Poor road connectivity with Allahabad etc. 	Varanasi

Salient Highlights & Inferences

- Chunar: Proximity to Varanasi can be leveraged from a tourism perspective
- Kaushambi is badly connected to Allahabad and has no facilities

East UP

3.38 The Buddhist religious site in East UP discussed earlier are also historical sites.

Sight Seeing/ Nature/ Wildlife Preserves

3.39 The wildlife preserves and other natural scenic sites are also spread across UP. The major sightseeing attractions and natural preserves in UP are as follows:

Western UP	South West (Bundelkhand)	Awadh (Central)	Eastern	South East
Chambal Forest Agra Hastinapur	Deogarh Ranipur Forest Matatila Dam Sukhwa Dukhwa Dam Paricha Dam	Lucknow Dudhwa Park Kishanpur	Katarniya Ghat Sohelva	Chandraprabha Kaimur Falls: Tanda, Wyndham, Mukka/ Sidhnath ki dhari etc.



West UP

3.40 Western UP has very few natural sites.

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Agra Rambagh	Low	Domestic/ Foreign		New Delhi
Chambal Forest (parts in MP/ Raj.)	Low	Domestic	<ul style="list-style-type: none"> 70 kms from Agra Limited acco. 	Agra

South West UP (Bundelkhand)

3.41 Bundelkhand has a large number of scenic spots. These are well dispersed in the entire region of Bundelkhand.

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Jhansi Parichha Dam	Low	Locals	<ul style="list-style-type: none"> Amenities/Road required 	-do-
Matatila Dam	Low	Locals/ Domestic	<ul style="list-style-type: none"> Good garden Few amenities 	-do-
Sukwa Dukwa Dam	Low	Locals	<ul style="list-style-type: none"> Roads/ Amenities required 	-do-
Deogarh Govind Sagar Sidh Gufa Raj Ghati Nahar Ghati	Very Low	Jain pilgrims visiting temples	<ul style="list-style-type: none"> Development required: roads, amenities, landscaping etc. 	Khajuraho

Salient Highlights & Inferences

-
- Most sites are fairly well connected and can be developed fairly easily
- Coordination with MP Tourism, if possible, would be desirable
- The site in Deogarh is promising but has to be developed from scratch

Central UP (Awadh)

3.42 Central UP has few important sites. These have been evaluated below:

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Lucknow Kukrail Reserve Forest	Low	Local	<ul style="list-style-type: none"> Few amenities 	Varanasi
Nawabganj Sanctuary	Low	Local	<ul style="list-style-type: none"> Few amenities 	Lucknow
Dudhwa Park	Low	Domestic/	<ul style="list-style-type: none"> Forest Guest 	Lucknow

	(~.2lakh/year)	Foreign	Houses <ul style="list-style-type: none"> Limited amenities Poor roads 	
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*Other wildlife areas: Kishanpur, Katarniya Ghat, Lakhbahosi, Khandi,

Salient Highlights & Inferences

- Connectivity to Dudhwa needs to be developed
- Dudhwa: potential to be developed as major alternate site to Corbett
- Amenities to be developed at Dudhwa
- Kukrail/ Nawabganj: Local recreation sites
- Coordination with forest department for these sites will be required

South East UP

3.43 South East UP has a few promising locations. These have been evaluated below:

Sites	Tourist traffic	Tourist profile	Tourist relevant infrastructure	Closest tourist centre
Chandraprabha Sanctuary	0.2-0.3 lakhs	-Varanasi locals -School picnics	<ul style="list-style-type: none"> Forest Guest Houses Acco. Constraints 	Varanasi
Kaimur	Low	-Varanasi locals -School picnics	<ul style="list-style-type: none"> Perception of law & order Acco. Constraints 	Varanasi

*Others:Surhatal

Salient Highlights & Inferences

- Chandraprabha has greater potential to develop due to proximity to Varanasi
- Perceptions of law & order / naxal problems in Kaimur area is an area of concern

Overall Inferences & Implications for Tourism Planning

- Sites of a similar category, profile or interest are spread throughout the state. Hence to link any specific category as a standalone circuit concept involves extended time duration/ logistics complexity for the tourists.
- (The exception would be for the foreign pilgrim who may desire to cover as many places of his interest as are possible)
- Hence tourism promotion/ development may have to consider “heterogeneous packages” on a location wise basis rather than exclusively or primarily on a “homogeneous package” covering an extended number of locations. Alternatively a “homogeneous package” covering a limited number of locals.

INFERENCES FROM OTHER NATIONS/ STATES

3.44 For a 20 years perspective plan, it is useful to obtain learnings from other states and countries in areas where they have achieved success. This form of “benchmarking” is required to be undertaken on a continuous basis and should itself be “institutionalised” in Tourism planning. Select inferences in the context of Rajasthan, Kerala, and Haryana are given below:

Kerala

- Tourism being accepted as a major driver for economic activity; effective co-ordination between state tourism planning and the district government (represented through the DM) led local planning.
- Clearly defining tourist packages with defined attractions
 - * Defined segments: hill, beach, adventure etc.
 - * Circuit options, as well as cost and travel details being specified upfront and being extensively disseminated through internet and print media.
 - * Internet based information being available in select foreign languages including French and German in addition to English.
- Leveraged on traditional crafts and culture to promote tourism
 - * Lead product concepts: Ayurvedic Massage and rejuvenation activity being combined with resort and leisure tourism; “backwater” travel in houseboats
 - * Effort to bring the lead activities under a broad –but unobtrusive-regulatory framework to define quality of services being provided by these lead product concepts; the next likely stage in the same is to provide a linkage of the regulatory framework with incentives
- The tourist target profile in addition to middle class travellers include:
 - * High income tourist traveller: both domestic and overseas; with an effort to increase the average stay period per tourist over time
- Sustained and ongoing marketing campaign assisted by with specialised professional public relations and advertising consultants to promote and position Kerala as a distinct tourism destination
 - * Marketing campaign has been sustained over several years and not adhoc
 - More important: tourism support infrastructure and tourism experience went substantially to re-confirm the themes of the marketing campaign; this has been important since otherwise would have created a backlash to the detriment of tourism development.
 - * Marketing campaign included being featured/being able to attract leading national and international press and film coverage. Examples: National Geographic, The Outlook Traveller etc.
 - * Extensive “fam tours” (or familiarisation tours) for members of the Indian and international travel tour trade members etc.

Incidentally, Kerala has been awarded the prestigious “International Award for Leisure Tourism for the year 2000-01” by the Pacific Area Travel Writers’ Association (PATWA). Major criteria for the award, in addition to the direct

tourism experience and feedback included social indices, perceptions of safety, and cleanliness.

Rajasthan

- Leveraging on the tourism attraction located in a neighbouring state (Taj in UP) to increase and enhance tourism to own state.
- Prima-facie, superior maintenance of major identified monuments that are important from a tourism perspective.
- Leveraging on image and assets of former royalty
 - * Involvement of former royalty in monument preservation; additionally, former royalty have taken a lead role in converting forts and palaces into tourist pulling heritage-hotels and complexes.
 - * More important, they have played an important (publicised) role as “tourism/ hospitality ambassadors”
- Leveraging on calibrated ethnic exposure or participatory experience for tourists in local cultural events and activities
 - * Eg: Pushkar Fair; Chowkidani “ethnic experience”
- Presently diversifying on new forms of tourism focussing on domestic tourists and including adventure and natural scenery related experiences and activities and planning focus on improving connectivity and accessibility.

Haryana

- Leveraging on the proximity of Delhi to attract middle and high-income leisure tourists
 - * Through establishment of a number of small resorts along side a major national highway
 - * Hence, Haryana has been able to develop tourist traffic from Delhi without having major core attractions in the form of historical monuments, scenic locations of special or unique distinction etc.

3.45 In all the above cases; the respective state governments are focussed on clearly defining promotional themes/ locations backed by appropriate infrastructure. This is particularly true in the case of attempting to attract non-pilgrim general interest tourists within which specific niche categories may or may not be defined.

3.46 Similarly inferences from the other countries reflect that there is a wide range of options in attracting foreign tourist flow. Illustrative cases are given in the table below (Except for China, all other countries are smaller than UP)

Country	International Tourism Visitage (per annum)	Prime Tourist Experience & other comments
Egypt	Approximately 3 million tourists	▪ Islamic and Pre-Islamic monuments and cultural heritage

Country	International Tourism Visitation (per annum)	Prime Tourist Experience & other comments
		<ul style="list-style-type: none"> Annual earning by tourism approximately US\$ 3 Billion
Thailand	Approximately 10 million tourists	<ul style="list-style-type: none"> Buddhist sites, leisure & entertainment tourism, eco-tourism, beach tourism
Malaysia	Approximately 10 million tourists	<ul style="list-style-type: none"> Eco-tourism Cultural Tourism Shopping
Singapore/ Hong Kong/ Dubai	Approximately 7.5 million tourists	<ul style="list-style-type: none"> Business, Shopping High Profile & packaged marketing of regular hospitality & services Eg: Dubai: duty free shopping; “shopping festival; heavy seasonal discount orchestrated through the hospitality industry coordinated by the Tourism Department (eg: free night stay at luxury hotel for visitage) Eg: Singapore: packaging of large scale theme parks including: <ul style="list-style-type: none"> “Oceanarium” “Night Safari” and “Open Zoo” Most important feature: leveraging on excellence in infrastructure, connectivity and perception of safety
Costa Rica	Approximately 800,000 tourists	<ul style="list-style-type: none"> Eco-tourism Beach Tourism
Kenya	Approximately 900,000 tourists	<ul style="list-style-type: none"> Eco-tourism Wildlife Tourism Revenues earned from tourism are over one third of GDP
China	Approximately 24 million tourists (of which over 2 million are Japanese and 9 million from Europe and N.America)	<ul style="list-style-type: none"> Business, traditional monuments, Buddhist sites, eco-tourism and perceived cultural diversity

(Compiled from official websites / tourism departments)

3.46 The specific tourism alternatives that can be promoted by UP are examined taking into consideration an assessment of ongoing development plans and tourism SWOT of the state.

ASSESSMENT OF TOURISM POLICY FRAMEWORK/ ONGOING DEVELOPMENT PLANS

Mission and Objectives

3.47 The existing mission statement (formulated in 1998) is as follows :

To develop tourism as the major industry of Uttar Pradesh by providing leadership and organisational and strategic direction, to improve the quality of tourism product, to develop places of tourist interest, to provide necessary facilities for all categories of tourists and pilgrims, to market Uttar Pradesh Tourism products internationally and domestically so as to provide employment and for the economic, environmental, social and cultural benefit of our citizens.

3.48 The objectives of the existing tourism policy framework are :

- To promote tourism with the tourist and pilgrim as the focus.
- To provide special facilities to the 'religious', 'adventure' and monument based' travelers.
- To improve the efficiency of the industry, for enhanced social & economic benefit, and consequential increased economic benefits, including increased employment generation.
- To ensure the participation of all the stakeholders in society, including the travel trade and tourism industry.
- To provide quality services to all domestic & international consumers and stakeholders.
- To prepare and implement Master Plans for integrated development and marketing of identified circuits.
- To improve, diversify and expand the marketing of the tourism products of our state.

The above have been incorporated in this report.

(Further details of the existing policy framework is provided in Appendix VII)

3.49 The implementations of the mission and objectives have to be seen in the context of past/ ongoing plans. The ongoing plans can be broadly examined in terms of the budget allocation and planned areas/ circuits for development.

3.50 Tourism promotion is co-ordinated by the state department of tourism and has been functioning as a Directorate since 1972. In addition, a number of commercial activities are undertaken by the UP State Tourism Development Corporation which includes operation of Tourist guest houses / hotels and travel services. For the present assignment, the two are considered as one body and designated as UP Tourism (UPT).

Existing Plan Budget

3.51 In terms of overall budget allocations and scale of operations, the Ninth five year plan (1997-2002) highlights are as follows:

Outlay Budgeted	Rs.500 cr
Of which for Buddhist circuit	Rs. 400 cr. Required GoI sanction
Other areas (at state and district levels)	Rs. 100 cr. State GoI sanction
Actual Expenditure	Rs. 126 cr. Approx
Other central govt. supported projects not included in the above outlay:	Rs.4.23 cr.

In the above context, it must be noted that the outlay planned for the Buddhist Circuit did not materialise during the 5 years period as intended.

3.52 UP's direct budgetary resources to promote tourism has been limited. UPT is dependent on other state/ central departments of state/ central governments. Of the total Rs.126 crores expenditure in the ninth plan around 55% was in the Uttaranchal area (excluding expenditure in Buddhist Circuit). This implies that the areas that the government now plans to develop had a limited tourism led investment.

3.53 The revenue and capital outlays for tourism in various states budgets is presented below for a comparative perspective.

In Rs Crore											
	1997-98		1998-99		1999-2000		2000-01		Average		Total
	REV	CAP	REV	CAP	REV	CAP	REV	CAP	REV	CAP	
Kerala	23.5	22.8	27.8	17.4	32.6		14	44.5	11.5	32.1	48.5
UP	8.9	22.8	9.2	43.3	10		28.1	11.2	29.6	9.8	40.8
Karnataka	14.2	0.1	11.7		10.8			15.2		13.0	13.0
Andhra Pradesh	3.5		45.6		47.6			18.5		28.8	28.8
Maharashtra	3.3		5.8	0.6	12.2		0.6	17.4	0.5	9.7	10.1
Rajasthan	5.6	8.9	6.5	3.9	3.2		1.6	4.4	3.4	4.9	9.4
Himachal Pradesh	6.7	9.1	6.0	6.1	3.4		1.9	2.3	1.6	4.6	9.3
Madhya Pradesh	5.8	1.8	0.7		2		1.2	2.4	2.3	2.7	4.1

Source: CMIE

3.54 UP is second in budgetary allocation for tourism over the last four years. However it is to be noted that states like Rajasthan and Himachal Pradesh which have successful tourism industries have much lesser departmental tourism budgets.

3.55 UPT has requested for outlay proposals valued at Rs.2093.33 crores for the 10th plan period which is 16 times of the total expenses in the ninth plan period and 10 times the outlay for the same period (Refer Appendix-VIII for further details). With the high fiscal deficit in the state, there could be constraints in getting this large amount sanctioned, hence co-ordination and institutional strengthening and identifying private funding sources has become high priority area for tourism development. UPT has to act as a catalyst in convincing other agencies (PWD, Forest Department, Irrigation Department etc.) to accord priority to various infrastructure projects along tourist routes.

Circuits Planned for Promotion/Present Development Plans

3.56 UPT has planned for circuit based development works with the following stated objective:

“integrated development of the area ensuring removal of regional imbalances and creation of job opportunities”

3.57 Although the stated objective is sound, it may be difficult and a complex exercise to achieve the objectives of removal of regional imbalances primarily through the vehicle of tourism. Tourism can only help to a certain extent to remove regional imbalances.

3.58 The specific stated circuits are as follows:

Braj Circuit

Mathura-Brindaban-Gokul-Nandgaon-Barsana-Baldeo-Aligarh-Sorortabi-Sikandra-Agra-Fatehpur-Balleswar-Firozabad-Patna Bird Sanctuary

Awadh Circuit

Naimshahr-Misri-Bahshika-Talab-Lucknow-Dewa-Shareif-Barabanki-Faizabad-Ayodhya-Nawabganj-Unnao-Kanpur-Bithoor-Kannauj-Sankisa-Dalmau-Salon

Vindhyachal Circuit

Varanasi - Badohi - Jaunpur- Allahabad- Mirzapur- Vindhyachal- Sonbadhra- Ghorawal - Tanda Falls- Vindham falls- Mukka falls- Sidnathkidari- Jagroband- Chandraprabha forest sanctuary- Shaktigarh-Rajgarh-Ajaygarh-Vijaygarh-Naugarh

Buddhist Circuit

Sarnath-Kushinagar-Kapilvastu-Sravasti-Sankisa-Kaushambi

Bundelkhand Circuit

Jhansi – Samthar – Erich – Todi Fatehpur - Barwa Sagar - Deogarh – Sukhwa Dukwa Dam – Talbehat- Matatila Dam – Mahoba – Banda- Kalinjar – Chitrakoot – Kalpi

(In addition to the above, UPT is also interested in formalising a planned framework for the promotion of eco-safari tourism, water cruise along selected river sections, and village tourism)

3.59 The five circuits cover the whole state and are intended to provide for overall tourism promotion.

Implications of the presently identified circuit strategies

3.60 The following are key implications arising from the above:

- All locations are given equal weightage for development
- Local “picnic” get-away destinations are included and treated on the same platform as other locations attracting tourists from other regions/states/countries.
- Geographical dispersion within an identified belt or circuit theme is extensive and wide-spread.

3.61 In addition, the above circuit plan concept by itself does not comprehensively define the possible/ targeted/desirable tourist profiles. In the specific context of UP, three prime categories of tourist traffic are:

- Religious tourism
 - * focussing on the domestic tourist traffic

- * focussing primarily on the international tourist traffic
- General Interest tourism covering all other categories of tourism

(Various sub-categories in the above can also be identified)

3.62 The basic requirements in terms of development and promotion of these three prime tourism categories are different and hence need to be explicitly defined in any future tourism planning.

INFERENCES FROM TOUR OPERATORS

3.63 Tour operators are a major constituent of and drivers for the tourism industry. Tour operators and the mobile transportation infrastructure is extremely inter-linked; the latter cover rail, airlines, buses, and taxis for longer distances (and for within city/site locations there are additionally cycle rickshaws etc.)

Tour Operators feedback/Inferences

Issue/Aspect	Brief Description	Feedback/Inferences
Major Tour Operators	<ul style="list-style-type: none"> ◆ National tour operators (Thomas Cook, SOTC, SITA, TCI, Cox & Kings, etc.) ◆ Regional/ Local tour operators 	<p>UP coverage is characterised by fewer numbers of National tour operators and a larger number of local transporters, with some tour operators focussing on niche circuits like Buddhist circuit.</p> <ul style="list-style-type: none"> • National tour operators themselves more active in gateway destinations outside U.P. e.g. Delhi etc. • The Buddhist Sector Circuit does not really have competition with other states; However for segments where UP faces competition, e.g. Nature and Wildlife, UP based locations including Dudwa are not promoted aggressively by tour operators compared to alternate locations such as Corbett Park.
Adequacy of Tour Operators	National Tour Operators primarily covering Varanasi, Lucknow, Agra and key religious sites such as Buddhist circuit, Allahabad etc	<ul style="list-style-type: none"> ◆ National tour operators focussing more on standard routes/locations such as Varanasi, and Lucknow ◆ Coverage of other locations is lacking/limited. ◆ National tour operators interested primarily in servicing the existing traffic/locations as per existing traffic. ◆ National tour operators, prima facie not interested in creating/driving newer tourist destinations in the UP context due to perceptions of: <ul style="list-style-type: none"> ◆ non economic viability of those tours compared to alternate options

<p>Services Offered by the operators: Adequacy of services</p>	<ul style="list-style-type: none"> ◆ Transport vehicles (tourist coaches and taxis): carrying the tourists to the major tourists destinations ◆ Hotel reservations ◆ Local sightseeing ◆ Air and rail bookings ◆ Airport and railway pickups ◆ Guide services (foreign language guides) 	<p><u>Concerning road:</u></p> <ul style="list-style-type: none"> • AC taxi-AC buses: primarily available at hubs and select destinations only. Rent-A-Car concept not prevalent and scope uncertain in the future. • Tour operators have a stake in promoting usage of private taxi/buses since earnings from promotion of public transportation are less. • Among foreign tourist visitors, added difficulty of limited information in internet form concerning public transportation services—timing, availability, cost, standard of facilities. This includes road transport corp. buses as well as railways. However, in India and world over, public transportation of road-buses and rail is cheapest. <ul style="list-style-type: none"> • As a bottleneck, rated over the issue of quality of services, the biggest handicap is the lack of availability of “advance” information about public transportation services for various destinations. This is specially important in the context of FIT <p><u>Key expectations:</u></p> <ul style="list-style-type: none"> • Tour operators pressing for liberal import policy for air-conditioned buses and vehicles • Additionally they have expectation that govt. has greater role to play in marketing destinations as well as site/civic infrastructure development and maintenance • Perception of safety in UP with respect to certain alternate destinations locations negatively affect tourism.
<p>Adequacy of transportation infrastructure</p>	<p>Tourist transportation taking place through</p> <p>Roadways</p> <ul style="list-style-type: none"> ◆ Public buses ◆ Private buses ◆ taxis <p>Railways</p>	<ul style="list-style-type: none"> ◆ Fewer AC buses for the foreign and high income domestic tourists and perceived poorer maintenance of the Public buses could be a major impediment in attracting the tourists for various sites in UP ◆ AC cars and local taxis for middle and upper middle high-income tourists, (except for few select places like

		Varanasi, Lucknow, Agra) are not adequately available “locally”.
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Overall inferences

3.64 Local tour operators in their feedback have emphasised the need for a common platform with UPT to discuss tourist interests and needs as also strategies to promote tourism. They have a greater stake in UP based tourism than national tour operators who have “options” to UP based traffic. There are near-universal expectations that government has to undertake infrastructure improvements more aggressively. Private transportation services offer convenience, however, state transportation services are more economical. The latter have to be “geared up” to be more tourist oriented/friendly, especially with foreign visitors who face added difficulties of information and language.

3.65 Concerning national tour operators : there is a requirement for enhanced “marketing” of UP as a tourism destination (to be carried out by UPT/State Govt.) in the form of “fam tours” or familiarisation tours directed towards members of the travel and trade industry to enable the latter to promote the same with their customers.

TOURISM SWOT FOR UP

3.66 SWOT from a tourism perspective:

Strengths

- Religious sites of tremendous importance for various faiths
- Areas of UP were represented under major Indian civilisations since ancient times
 - * Large number of monuments as a testimony across various regions of UP
- Top two major locations in India for international tourist interest/visitage: Taj(Agra) and Varanasi (including Sarnath)
- Tremendous cultural and architectural diversity all within one state
- Nationally acclaimed craft centres (e.g.: Moradabad-metalware;Lucknow-Chikaan work; Badohi/Mirzapur- handwoven carpets; Chunar & Khurja- traditional ceramics & pottery etc.)

Weaknesses & Threats

- Monuments: Maintenance & visitor interpretation/signage facilities at sites inadequate
 - * Limited local community involvement and pride in heritage preservation
- Tourist profile related:
 - * Large no. of general interest tourists and international tourists visiting only two sites (Agra and Varanasi): implies limited perception/knowledge about other offerings of UP
 - * Domestic religious pilgrim tourists: predominately low income and event-date oriented; having limited impact on local economy including income/employment generation


- Uttaranchal separation: considerable past planning focus on Himalayan regions had led to reduced focus/efforts on the development of alternate regions such as the Bundelkhand and South East UP belts.
- Planning & coordination/institutional issues:
 - * Coordination disconnects/constraints at the operation level between UPT, State archaeology, ASI, private trusts owning key monument properties and other govt. agencies such as forests, pwd, municipal authorities.
 - * Tourism planning coordination disconnects between the state tourism and district level efforts coordinated by the DM's Office
 - * Absence or limited coordination efforts between the state tourism agencies of neighbouring states and in particular with Rajasthan and Madhya Pradesh.
 - * UPT's own planning is attempting balanced regional development in terms of simultaneous promotion of extensive belts simultaneously
- Other:
 - * Infrastructure at and connecting tourism sites in several cases; basic amenities/facilities(drinking water/toilets) in several site locations
 - * Sanitation and sewerage facilities in the towns/areas where major tourist attraction sites are located. This is an issue in almost all the regions across the state.
 - * Limited rate of economic growth/economic development of UP (excluding W. UP of the NCR belt) in terms of being a destination of major investments by Indian and international corporates.

Opportunities

- General interest tourism/international tourists: Leveraging on existing lead tourism destinations (eg: Taj Mahal-site -at-Agra & Varanasi) from being end destinations to “gateway points” for tourism within U.P.
- Religious tourism: leveraging importance of destinations in UP to attract untapped/nascent segment of high-income segments whose latent desire for pilgrimage can be converted.
- Incorporating relevant successful experience of other states (and even locations overseas) in promoting tourism.
 - * Eg: Haryana without any traditional or “inherited” core monument/religious attractions being able to attract Delhi based visitors in large numbers for leisure entertainment.
 - * Eg: Kerala in terms of marketing and information support systems to enhance tourism inflow
- Leveraging and promotion of wild-life/nature(including river) based assets for tourism promotion through closer coordination among relevant government agencies
- Identification and promotion of special-interest and focussed niche tourism segments: both national and international
- Material airport projects:
 - * Proposed Greater Noida International Airport
 - * Expansion & upgradation of Varanasi airport into an international airport

IMPLICATIONS FOR FUTURE PLANNING: THE PLAN FRAMEWORK AND TOURISM OBJECTIVES

3.67 Given the existing tourism traffic trends, past trends in budget-expenditure and the likely future constraints, and the tourism SWOT analysis, there is a need to define critical destinations that can serve catalysts for tourism promotion. Such destinations can be defined as Tourism Hubs. Other destinations can be defined in terms of concentric satellites to hubs. (The prime exception to the Hub-Satellite concept is the Buddhist Circuit, which is essentially a religious circuit focussed on the foreign pilgrim traffic). The Hub-Satellite concept would become the foundation and in the longer term can be compatible with the specified circuits as defined above. The concept has also been derived after examination of other tourism development options as represented in the table on the following page.

Tourism Development Alternatives refer to alternate focus directions for the Perspective Plan on the state wise basis 

TOURISM DEVELOPMENT OPTIONS

<i>Tourism Concept</i>	<i>Basis</i>	<i>“Cons”</i>	<i>Conclusion</i>
Religious Tourism only	<ul style="list-style-type: none"> UP has prime religious destinations Consistent & uniform image Buddhist related sites additionally have international attraction 	<ul style="list-style-type: none"> Carrying capacity constraints Bulk of tourism already religion driven Low income generation 	<ul style="list-style-type: none"> Need to provide support facilities and basic infrastructure Opportunity to explore higher income segments
Entertainment/Special Recreation centres focussed on high income tourists	<ul style="list-style-type: none"> Income generation Reduces strain of carrying capacity on existing popular or even religious site places which attract large visitage nos. even without further development and promotion 	Limited community involvement	<ul style="list-style-type: none"> Can be explored for select destinations Requirement of high quality infrastructure and connectivity
Eco-Tourism only	<ul style="list-style-type: none"> Several forests/ natural reserves in UP 	<ul style="list-style-type: none"> Long lead time for development/ organisation on a state-wide basis Other established options in India 	<ul style="list-style-type: none"> Can develop and promote on a selective basis Appeals presently to a limited and discerning segment that has to be nurtured.

<i>Tourism Concept</i>	<i>Basis</i>	<i>“Cons”</i>	<i>Conclusion</i>
<p>Comprehensive theme circuits covering the whole of UP</p> <ul style="list-style-type: none"> ▪ Awadh ▪ Bundelkhand ▪ Vindhyachal etc <p>As per existing stated UPT framework (covers almost all the regions of the state and widely dispersed locations even within a single theme circuit)</p>	<ul style="list-style-type: none"> ▪ Almost every region/ every belt/ every district of UP is rich in some category of tourism attractions: <ul style="list-style-type: none"> ▪ nature wildlife ▪ historical/cultural ▪ monuments ▪ Balanced regional development 	<ul style="list-style-type: none"> ▪ Limited resource base for marketing/ packaging/ required infrastructure development 	<ul style="list-style-type: none"> ▪ May lead to under development of tourism rather than tourism promotion ▪ Very longer term – over 50 year period all regions can be developed ▪ Fewer places should be focussed for serving as catalysts in the short term
<p>Define focus locations/ destinations and promote these for “accelerated development” from tourism perspective.</p>	<ul style="list-style-type: none"> ▪ Build on existing popular locations and areas for combining maximum, or appropriate tourist inflow with conservation 	<ul style="list-style-type: none"> ▪ Constraints on balanced regional development 	<ul style="list-style-type: none"> ▪ Define Hub and “satellite” destination. Keep expanding range of satellite destinations over time ▪ Combination of different tourism package/ options to cater to a range of tourist profiles.

3.68 The development option in the context of UP is strongly validated in favour of the hub and satellite destination/circuit promotion concept. This is also supported from inferences and analysis from the earlier sections of the chapter and in particular derived from:

- State-wide inventory assessment of tourism assets
- Financial budgeting for tourism infrastructure and projects
- National /International tour operator behavior/interests
- Effectiveness of the ongoing location and circuit promotion plans
- Benchmarking with select developing countries in terms of being able to attract tourist inflows

The assessment in the context of the above that provides further basis for the development of a Hub and related satellite circuit promotion as a cornerstone principle is provided in the exhibit on the following page. Exceptions in principle would be select religious destinations and circuits (eg Buddhist circuit).

Existing Tourism Situation Assessment and inferences for Hub-Satellite Circuit Based Tourism Development

Parameter	Key conclusions		Implications for future planning
Tourism assets: state-wide inventory assessment	<ul style="list-style-type: none"> Sites of a similar category, profile or interest are spread throughout the state. Hence to link any specific category as a standalone circuit concept involves extended time duration/ logistics complexity for the tourists. (The exception would be for foreign pilgrim who may desire to cover as many places of his interest as are possible: relevant in Buddhist circuit context)) 		Hence tourism promotion/ development may have to consider “heterogeneous packages” on a location wise basis rather than exclusively or primarily on a “homogeneous package” covering an extended number of locations. Alternatively a “homogeneous package” covering a limited number of locations.
Financial Budgeting for tourism infrastructure and projects	<ul style="list-style-type: none"> For the ninth plan period out of a Rs. 500 crore outlay planned actual expenditure for UP as a whole was approximately Rs. 126 crores (of which approximately 1/3 rd was for regions now in Uttaranchal) 		Need to conserve rather than dissipate tourism financial outlay over wider locations. It is possible to secure economies of activities by focussing on select locations only
National /International Tour Operators” interests	<ul style="list-style-type: none"> National tour operators interested primarily in servicing the existing traffic/locations as a first priority over pioneering newer locations national tour operators have “options” to UP based traffic by catering to traffic interested in alternate state locations 		Need to limit and package locations to interest the major travel tour operator for promotion
Ongoing Circuit location promotion plans	<ul style="list-style-type: none"> All locations are given equal weightage for development Local “picnic” get-away destinations are included and treated on the same platform as other locations attracting tourists from other regions/states/countries. Geographical dispersion within an identified belt or circuit theme is extensive and wide-spread. 		Need for Prioritisation and focus locations for promotion that can intrinsically serves as “lead product destinations” and provide critical mass for tourism “pull”
Select benchmarking with developing countries	Certain developing countries of even lesser physical size than UP able to attract over 2 million tourists per annum on the basis of well defined tourism products linked to defined/identifiable/specific locations		Need for Prioritisation and focus locations for promotion

3.69 For the state of UP, based on the inventory of attractions, tourist popularity, state of infrastructure development as well as the scope for major future infrastructure (including connectivity) improvement projects, the following destinations/locations are identified to serve as hubs for the 20 year perspective plan

Proposed Hub	Key Determinant /Basis
1) Agra	<ul style="list-style-type: none"> ▪ Contains major existing tourist centre –the Taj Mahal ▪ Scope for leveraging on the popularity of the Taj and proximity to Delhi
2) Varanasi	<ul style="list-style-type: none"> ▪ Major existing tourist attractions(domestic pilgrimage and international) ▪ Available and working airport infrastructure – under upgradation to an international airport
3) Jhansi	<ul style="list-style-type: none"> ▪ Transit point to major tourist destination—Khajuraho
4) Lucknow	<ul style="list-style-type: none"> ▪ State capital ▪ Best infrastructure in UP outside NCR belt
5) Greater Noida	<ul style="list-style-type: none"> ▪ Proximity to Delhi ▪ International standards of infrastructure ▪ Major international airport infrastructure under consideration in the medium/long term ▪ Land availability for development of attractions; relative flexibility in legal framework for establishing/operating facilities in SEZ area

(All hubs, except Greater Noida, have a surrounding /adjacent geographic belt with varied historical, religious, cultural, wildlife/scenic-nature attractions with special attributes).

3.70 The following inferences drawn from the earlier sections of this chapter will also form elements of the framework in formulating the Hub-and-satellite tourism development planning

- A realistic stocktaking of where UP stands as a state from the tourism perspective in the Indian context being the starting point for longer term development planning.
- Development effort being required to be focussed in order to yield tangible and implementable impact from a tourism perspective
- All tourism “treasures” cannot be converted into tourism development projects. A distinction has to be made between attractions/treasures that serve the requirement for “local-in-vicinity” recreation” and tourism assets that have regional, national, or international attractions. (however, the latter can also serve the requirement for local recreation).
- Tourism development is envisaged to be in harmony with the tourism objectives as well target tourist profiles.
- Tourism objectives will inevitably have trade-offs such as:
 - * Income generation
 - * Employment generation
 - * Regional imbalance reduction

- Successful tourism promotion requires integration of tourism planning with infrastructure development/development agencies as well as local community involvement or support

Conceptual Framework

3.71 The development alternative defines the strategic direction of the proposed 20 year Perspective plan. The conceptual framework provides boundaries for detailing of the Perspective plan. This is presented schematically in the Exhibit that follows. The conceptual framework also defines “inputs” into the 20-year Perspective Plan and desired “outputs” and their interrelationships. The perspective plan itself integrates inputs and outputs.

3.72 As seen in the given Exhibit, the desired results of implementation of tourism master plan would be :

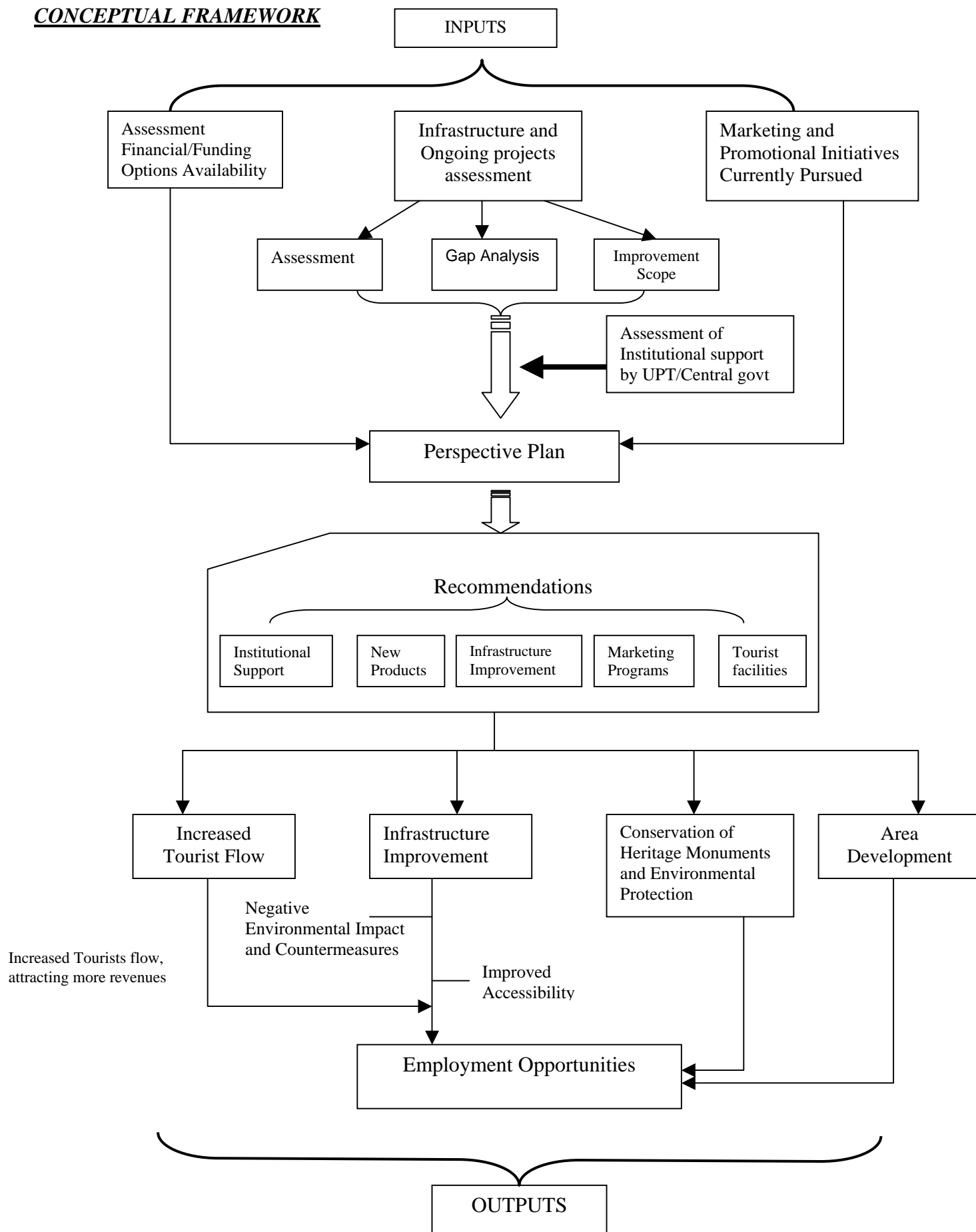
- Increased tourist traffic compatible with carrying capacity of locations
- Positive socio-economic benefits, and in particular, employment generation
- Development of the area, and
- Positive effects on the Heritage/ monument conservation

3.73 For achieving these desired benefits, the required inputs are the development and maintenance of infrastructure and other projects, strengthening institutional framework and implementation of an effective marketing strategy.

3.74 Thus, the components of the present master plan include:

- Providing a detailed account of tourism inventory and infrastructure at various major tourist sites/locations (This not only provides the assessment of existing situation but also the understanding of projects required and insights for new product developments).
- Projects and estimates of investments required for the next 20years; project prioritization and financing issues
- Tourist forecasting for next the 20 years
- Economic impact assessment focussing on employment
- Recommendations for institutional strengthening and
- Developing an effective marketing strategy for tourism development including increasing scope for private participation.
- Other issues (environmental, conservation etc.)
- Implementation / Action plan

CONCEPTUAL FRAMEWORK



Objectives for the 20 years perspective plan

3.75 Within the given framework, the objectives guiding the Perspective Plan (and taking into consideration the overall state mission and objectives) are crystallised below:

Primary objectives

- To promote and develop UP as a prime national and international tourism destination to all classes of tourists and visitors
- To showcase the values of cultural diversity, harmony and the depth of civilisation that represents the State of U.P.

Corollary objectives

- To promote tourism development in harmony with local community involvement and employment
- To protect, preserve, and conserve the monuments that are a testimony to the past and are to be bequeathed to future generations.
- To promote the highest possible standards of cleanliness, sanitation, and landscaping elegance

3.76 With the perspective of the stated objectives, assessment and recommendations for the proposed focus tourism hubs and satellite circuit destinations (for general interest tourism) including key project concepts is covered in Chapters 4~8. Certain religious / pilgrim centres have been treated separately in Chapter 9.

4.00 VARANASI HUB AND SATELLITE BASED CIRCUITS

{This chapter covers Points no. iv,vii,viii,ix,xi,xxi, of the Guidelines}

INTRODUCTION

4.01 This chapter constitutes the following:

- Positioning of Varanasi as a Hub
- Defining Circuits
- Specific Locations & sites:
 - * Select highlights of attractions and
 - * Defining project concepts
- Background information
 - * Tourism traffic and accessibility assessment

POSITIONING OF VARANASI AS A HUB

4.02 Varanasi already being the most popular tourist destination for domestic and international tourists is attracting both the pilgrim and the lay tourist. Varanasi is well connected by road, rail, as well as by air.

4.03 However, (with the exception of the Buddhist Circuit pilgrims), Varanasi is presently a tourist destination only. The place can be leveraged to serve as a gateway as well. One way is to leverage the brand name of Benaras and denote the other satellite locations as “extended Benaras or Greater Benaras” to promote tourism interest—this is because presently these alternate locations on their own strength do not possess a pull factor. However they do present different forms of attractions that contrast to and are different from the existing Benaras and hence serve the role of augmenting the attraction of Benaras.

4.04 The suggested satellite nodes are:

<i>Location</i>	<i>Distance From Varanasi</i>
• Chunar	about 40 Km
• Chandraprabha	about 70 Km
• Naugarh	about 85 Km

DEFINING SHORT-MEDIUM AND LONG TERM CIRCUITS

4.05 The following are the circuits in the context of the above

1-5 years *Mainstream:* Varanasi-Chunar

	<i>Offbeat/Niche:</i>	Varanasi-Sarnath Varanasi-Jaunpur Varanasi-Chandraprabha-Naugarh
6-10 years	<i>Mainstream:</i>	Varanasi-Chunar Varanasi-Sarnath Varanasi-Jaunpur Varanasi-Chandraprabha-Naugarh
	<i>Offbeat/niche:</i>	Sonbhadra- Kaimur
11–20 years		Consolidation of the above

Also refer to exhibit 4.1 at the end of the chapter for phase – wise development focus of tourism attractions and locations.

LOCATION-WISE SPECIFICS & PROJECTS

4.06 Based on the above framework, locations /destinations are expressed from the tourism perspective, positioning and required projects.

Location 1: Chunar

4.07 Chunar town (district Mirzapur) is located at an approximate distance of 40 Km from Varanasi. Varanasi to Chunar approach is through NH-7 and the driving time is approximately 2 hours, primarily because of road congestion.

4.08 Presently Chunar is presented in the promotional material of UPT as a small footnote. There is no pictorial/ photographic representation of Chunar Fort in the promotional material and in the UP Tourism's web-site. Hence the Fort and the location is to this extent underplayed in terms of its marketability and promotion of its popularity.

4.09 Chunar is recommended for being promoted as the lead project to augment the basic attraction of Benaras. The place is recommended to be promoted as the Twin/Sister City of Benaras from the perspective of tourism.

4.10 The major attraction of Chunar is a fort that dates back from the reign of Emperor Vikramaditya of Ujjain. The fort has passed in ownership to well-known rulers that enhance the value of the fort. The fort provides for a majestic view of the Ganges River in its natural form.

Accommodation (Existing)

4.11 There is presently one guesthouse (inherited colonial architecture) that is owned by the PWD. Accommodation is available on request even to the general interest tourists, however, advance booking for the same is unavailable. The guesthouse is availed mainly by Govt. officers.

Problems & issues

4.12 The problems associated with the fort are as follows:

- The fort and sections of it are required to be characterised / categorised as extremely environmentally damaged.
 - * Certain wall sections have collapsed; there are plants growing within sections of the fort.
 - * Certain portions internally are “white-washed”/painted (e.g.: important temple sections, arms cache building etc).
- Paramilitary forces (PAC) occupy large portion of the fort. They have undertaken non-aesthetic residential construction and other construction, which are not in harmony with the fort heritage. Other groups have undertaken encroachments within fort premises. The fort is presently with the State Archeology.
- Signage & Interpretation services: Presently there is an absence of relevant signage and visitor interpretation services. For example: there is no map of the fort and demarcation of its important sections, when they were constructed, significance, historical incidents etc.
- The town surrounding the Fort has congested narrow roads with open sewerage

Tourism Promotion: The Chunar concept

4.13 Chunar is proposed to be promoted using the following concept:

- Chunar- The twin/sister city of Benaras
 - * Benaras- the world’s oldest living city; Chunar- the world’s oldest living fort
 - * Because of its proximity with Benaras, Chunar lends itself for development as a part of the Greater Benaras Circuit.
- Chunar- The Fort Complex. The fort occupies an area of a few sq kilometers. The entire fort can be converted into a heritage complex with a wide range of tourism activities, events, and facilities in keeping with the historical and antiquity elements of the place and with appropriate conservation of the fort construction. The concept requires a complete zoning plan for the fort and periphery area.

4.14 These include (as a part of a completely new zoning plan) the following suggested sub projects

Accommodation

- Three forms of accommodation: Upmarket 5 star, middle class 2-3 star and budget to be located at appropriate sections/places in the Fort Complex. The Warrens Hastings section, post renovation, can be considered for the up-market accommodation. It must be stated that the city of Chunar itself is not equipped to cater to up-market accommodation.

Augmented attractions

- **Museum** covering the epochs of key rulers and events that historically transpired.
- **Experimental tourist village**, either based on the present, or representing a historical period(s); this can include a yoga/ayurveda complex as part of a package programme.
- **Activities:** Sound and light shows, horse riding, traditional pottery sub complex (Chunar is known for pottery & traditional ceramics) where tourists can participate
- **Boating/houseboat** in the adjoining Ganges river area. (Presently there is a one-time rally promoted by UPT in February, lasting three days— Varanasi to Chunar. In addition there is a little-known boat roundtrip service between Varanasi and Chunar. Both services need to be augmented and promoted. For example: information on the rally and how to participate and other elements that can be included in various package options can be presented should be available on UP Tourism and other tourism websites). A proper jetty place has to be earmarked for this purpose.

Note: all construction and location of construction should be in basic harmony with the Fort architecture and history

- **Special events:** Holding of special “elite” events to build the image of the Fort Complex—inter-govt. meetings, state govt. meetings, Corporate meetings/retreats.
 - * Presently: certain cultural and musical events are held in fort premises. The objective is to expand the scale, category, and image of events

Support Projects including conservation projects

- Fort Heritage complex related:
 - * Landscaping the entire fort area, including creating thickly wooded section for the yoga-ashram complex.
 - * External hill portion at the entrance section of the fort complex: plastic bag removal and system/facilities for alternate disposal.

- * Ticketing and administrative office for coordinating, monitoring and overseeing, construction, maintenance, and tourist activities
- Infrastructure projects
 - * Chunar-Bridge project: Across the Ganges at Adalपुरa; the project would reduce the distance between Benaras and Chunar by approximately 15 to 20 km from the present distance of approximately 40 km.
 - * Chunar town related:
 - internal sewerage line along tourist road route and for the city as a whole
 - overhead water tower for town usage
 - landscaping through volunteer effort within the town area
 - Relocation of PAC into alternate location with neat barracks rather than shantytown type existing constructions.

Institutional issues

- Institutional related. A new body that would have complete and independent jurisdiction of the fort area. Such a body is required since the Chunar Fort Heritage Complex is envisaged to be one of the most important tourism development projects for the state. As a second best alternative, a body comprising of representatives/ deputationists from state archaeology and UPT with the Principle secretary tourism, and the local DM's office can be constituted for implementation of the project concept.
- Issue of ownership by state archeological body and PAC; issues of discussions of transfer to UPT/ proposed institution have to be studied as part of a separate project

Other local actions

- There are certain other assets outside the fort area that can be developed as secondary attractions, primarily catering to the requirements of local recreation. Any further detailing relating to them can be taken up in a regional/Master circuit plan as a separate study.

Exhibits

Exhibit 4 C1 provides the locational reference for Chunar fort in Chunar town.
Exhibit 4 CII provides a schematic representation of the Bridge Project that would reduce travel time/distance between Varanasi and Chunar (by 15-20 Km).
 Please refer Appendix IX for the above Exhibits.

Location#2: Chandraprabha

Covering Chandraprabha Sanctuary- Rajdhari, Deodari Falls

Introduction & present tourism status

4.15 Chandraprabha is approximately 70 km from Varanasi. The approach is through motorable district roads and travel time is approximately two hours. Chandraprabha is located in district Chandauli.

4.16 Chandraprabha sanctuary is presently primarily serving as a “picnic getaway” from Varanasi and from other adjacent areas. Presently the sanctuary attracts approximately 20-30,000 visitors including school expeditions with the peak season being monsoon and winter months (especially December vacations).

Natural attractions

4.17 The forest sanctuary is approximately 9600 hectares. There are two waterfalls – the Rajdhari and Deodhari falls at the periphery of the Sanctuary.

Existing facilities

- Facilities: 6 bed dormitory + cottage single with 2 beds + generator
- One small room under construction about 15 ft*15ft for natural wildlife museum and another larger room for showing film on wildlife.
- Presently there is a tanker system for drawing water from rivulet areas and filling up small craters/sections with water to serve as watering holes—for animals in various sections of the forest area.

Concern areas & issues

- Huts and related construction in cement and brightly painted with limited aesthetic value and scope for blending in the natural environs
- Absence of STD/PCO, emergency first aid facilities
- Present activity of film room for showing about wildlife may become redundant with 24-hour cable TV availability on wildlife and nature; unless these films are on local wildlife.
- Absence of visitor interpretation facilities.
- Limited coordination between forests department and UPT for tourism promotion.
- Law and order issue: perception of Naxal related problems; limiting the options for overnight stay.

Suggested projects

4.18 Suggestions for improvement of existing facilities:

- In the long run, special construction guidelines for aesthetic and forest blending orientation required. The existing building structures should be reconstructed along such guidelines
- STD/PCO requirement
- Emergency first aid and simple training/basic training requirements for select staff
- Canteen and other facilities areas to be regularly cleaned even in off-season period
- Special orientation 10-15 minutes programme for visitors (group visitors) on forest friendly behaviour and safety issues as also penalty issues for misconduct
- Demarcation of camping areas as an option for stay
- Gensets to be of modern smokeless and noiseless types

Additional attractions & activities

- Natural beauty is enhanced by two waterfalls—Rajdari and Deodari –both of which have different characteristics & topography thus adding to the diversity and variety.
- **Museum** to be developed as a tourism attraction on its own strength as a museum of nature and wildlife: to be developed to international standards (with scope for enhancement over the 20 year period to be benchmarked with major international museums) in terms of layout, management, size etc.
- **“Limited” Village Tourism:** nearby villages can be considered for tourist village concept in the form of providing facilities/option for night stay over (e.g.: Jamshoti village)

Rajdhari and Deodari areas

Adventure sports

- Limited Rafting, canoeing in select portions of the gorge area leading from the falls (especially from Rajdhari) approx.15-20km range is prima facie , feasible based on discussions with local villagers.
 - * Other gorge/cliff related adventure sports: e.g.: rock-climbing (feasibility needs to be further examined)
 - * 8-10 km trek routes (to be identified with local villagers)

Naugarh

Introduction & present tourism status

- Distance from Varanasi: about 85 km from Varanasi and about 20 km from Chandraprabha forest area. About two km from Naugarh village. The village has PCO/STD facilities.
 - * Time by road: About 5-6 hours from Varanasi and 1 hour from Chandraprabha
- Naugarh Fort: more like a large Estate House. Less than 100ft x 100ft of covered area. Adjacent to river/rivulet (approximately 15ft) with marshland and a view of the forest areas in the vicinity.
- Accommodation: approx. 2 beds; space for more.
- Hand-pumps available for water supply.
- DFO (director of Forests Officer) /district forest officer sits at Ramnagar has to be contacted for reservations at the Fort Estate
- Presently limited tourist interest because of perceptions of being in the midst of wilderness although it is only in the periphery of wilderness given the close proximity of the village.

Concern issues & areas:

- Potential for categorisation as extremely damaged monument
 - * The structure is “whitewashed” with some caretakers living within
 - * The foundation area has to be examined for possible river based erosion
- Marketing, promotion, and positioning issues. Limited coordination in the past, especially at the operational level, between Forests and UPT.

Scope for tourism & Tourism projects:

(Overall Tourism promotion Concept Low risk adventure tourism (jungle-waterfall trek Adventure-camp themes)

- Location very beautiful/scenic. The fort can be a base camp for a series of treks and boating adventure exercises (low risk- limited strenuousness adventure activities) covering a 20-25 km
 - * There are several waterfalls within the forest areas and covered by the forest area, which are already occasionally visited by villagers. If this is promoted as an offbeat tourism activity, the villagers, with limited training, can serve as guides for the tourism area.
 - * The “Jungle Waterfalls” take on their own unique patterns providing diversity and are in full bloom during the monsoon seasons.
- Row boating, fishing, sports such as amateur archery in select open spaces are other activities.
- Camping in select open spaces/ village stay are accommodation options

Other Projects/amenities

- Renovation of Naugarh fort: Institution of locally appropriate toilet facilities.
- Zoning for preservation/maintenance of natural & forest area
- Signage, literature on stories of antiquities, myth & histories
- Village sanitation project over a 3 km radius; especially in the village central market area
- Village involvement: covering activities as well as training requirements
 - * Office for ticketing
 - * Trekking guides, archery coordinators, boating coordinators, safety monitoring, at least one internet café (which is built to blend with the existing village structure from a design perspective)
 - * Renting of camping and other equipment
- Longer term (10~20 year time frame), a 0.5 acre zone be delineated for structured development of tourist village/ modern amenities that may be required if the popularity of the location increases. This should be in/ adjacent the village central area and not adjacent the fort area to preserve the ambience of the adventure park area

Location #3 Jaunpur

Introduction

4.19 Jaunpur is 65 kms from Varanasi; the approach is through Lucknow - Varanasi NH 56.

4.20 Jaunpur during the Medieval History emerged a major regional power establishing a tradition of Islamic learning and architecture. The location is too far from Luknow to represent a direct link with the Awadh Circuit/Hub.

4.21 On the other hand, as a satellite constituent of the Varanasi Hub, the location presents a contrasting set of prospective tourist attractions. Jaunpur has a rich treasure of mosques of unique design (a composite of Hindu-Islamic architecture) and a fort with the unique distinction of having India's only Turkish-Bath as the lead potential attractions of area.

4.22 Presently Jaunpur and its attractions are not presented in the promotional material of UP along with photographs. It is presently, therefore, almost non-existent on the UP tourist map. Furthermore, it is to be re-emphasised that Jaunpur is expected to serve as an off-beat tourist segment in the 0 to 5 year period.

Status of attractions

Jaunpur Fort

- No signage, no map/sketch layout, no explanation of historical importance
- Presently used more as a local picnic area: entry ticket Rs.5/- and \$2 for foreigners
- No drinking water, toilet, refreshment facilities
- The key unique feature is in being the only known Turkish bath monument in India (earlier used combination of glass and copper panels to utilise solar energy for heating of bath: but no visitor interpretation of this fact)
- Portions of the fort are “white washed” in the name of conservation protection

Shahi Bridge

- Extremely damaged monument—yellow paint in lower portions; advertisement and publicity material pasted on walls excessively
- No signage; no attempt at community involvement for protection; this is necessary since the bridge is functional and simultaneously serves as a platform for shopkeepers.

Atila Masjid, Jama Masjid

- Two major mosques
- Owned by Trusts; maintenance not scientific. Non-scientific conservation techniques may be applied because of no assistance/advisory from ASI
- No signage/visitor interpretation
- Funds raised from donations, from rents collected from shopkeepers on outer wall area; no aesthetics in shop layout and presentation/cleanliness which forms part of the external interphase
- Open areas within Mosque jurisdiction area need for appropriate low cost landscaping combined with refuse collection
- Need for overhead tank for water supply

Lal Darwaza Masjid

- Additionally attached with Madrassa that is very neat and clean. (Maulana showed interest in providing a tour concept for lay tourists around the Madrassa and the Mosques to sensitize visitors about the region’s history and culture)
- Issues similar to the above except some basic facilities/amenities available because Masjid additionally houses Madrassa which is very neat and clean.

General Issues

Inner connecting roads of these sites are very narrow and filled with shops and structures on both sides and also have open sewers. Absence of a proper sewerage plant and convenient approach road.

Prospective Tourist potential profile

- 0-5 years: offbeat tourism- general lay foreign tourist-backpacker/groups
Islamic tourists targeted under a cultural banner from overseas-
Middle-East; South-East Asia
- 5-10 years: as part of extended Benaras Circuit—to showcase unity in
diversity of Indian culture: to promote on an excursion concept
- 10- 20 years: consolidation of the same; Make fort and a replica of the Turkish
bath operational and a central attraction within the fort complex; to
promote a half-to-one-day stay concept.

Projects

Road projects

- Approach
- Internal

Sewerage Project

- Internal sewage system; drainage system within town area and along
approach roads of the town

Water supply

- Overhead water tank in the region for water supply for the town
area/tourist site areas

Monuments:

- Conservation & signage projects of all monuments
 - * Including landscaping and refuse collation/disposal system from all
site areas
 - * Either a section at Lal Darwaza Mosque or existing ASI office at the
Fort can be extended to serve as visitors' information centre and a
guide registration centre.
- A mini-museum in the fort area: to house costumes & provide presentation
of Jaunpur at its zenith; depict important historical incidents and episodes;
provide a scaled down version of the town, key monuments, especially the
fort.

Other Projects

- Lake /large pond on outskirts with beautiful greenery (approx. 4 acres)—provides sharp contrast to the congested town. Project concept to ensure existing Eco-system is maintained.
- Eco friendly projects: row boating, fishing, restaurant /hotel for stay night over on the outskirts for the long term plan; the hotel construction should blend either with the monument architecture for with the local greenery
 - * Amateur Archery club/ facility
- Internal town-based landscaping, especially in the outer exterior areas of the main monuments. Landscaping can be undertaken focussing more on usage during the period of Jaunpur's medieval zenith. In this context, Jamun, moharpanki etc. may be considered.

Other features

- Farmhouse type of property located midway owned and operated by Suman Properties—used for picnics and outings of upper middle class of Varanasi. This can also be used for stay and halt for visiting Jaunpur.

Location #4 Varanasi~The Hub

From the world's most ancient living city to India's most endangered city?

4.23 Benaras does not itself need promotion since it is already an established location on both the national and international tourist map covering all segments: domestic-international: business-pilgrim-and non-pilgrim.

4.24 The city has been declared a national heritage zone.

4.25 Varanasi is positioned both explicitly and implicitly as the world's most ancient living city. The status has to be bequeathed to future generations. Given the uncontrolled growth, the city is in danger of imploding, especially in environment and pollution problems. Hence, from a tourism perspective, the moot question: **“is Varanasi in danger of moving from world's most ancient living city to India's most endangered city ?”**

4.26 The present plans for the city, including the Ganga Action Plan is not comprehensively co-ordinated with the tourist and planning (e.g.: tourist traffic flow, architectural design, landscaping, and overall aesthetics).

The Tourism Concept:

- Architectural design controls over the entire city range for construction & maintenance of buildings

- Landscaping with an actual design concept throughout the city
- Longer term: Regulation on public sanitation, cleanliness, sewerage to be the stricter than the national average, preferably the strictest in India.
- It must be noted as a reality checks on Benaras's position as a leading tourism destination: the non-pilgrim and international visitor flow is modest by international standards. This can be enhanced with the implementation of the above tourism concept by appropriate alignment and integration with the existing city development plans

Some specific projects:

4.27 Presently major infrastructure projects are already under consideration through the urban development authority and special agencies such as the Ganga Action Plan Committee. However their actions are not oriented towards architectural design and tourist facilities planning. This provides the opportunity as well as a requirement for UPT to take the planning initiative.

Roads & Roadways:

- Ring-road project to relieve urban congestion: This has already been proposed by present Minister of Tourism, Central Govt. and will additionally enable diversion of traffic flow that need not enter the city precincts.
- Road projects to sub/satellite locations planned for the Greater Benaras Circuit
- Shifting of the ISBT (or at least the workshop section) to an alternate location, preferably on the outskirts of the city in GT Road

Ghat projects (Non cremation-burning ghats):

4.28 This is an area where UPT can take a lead role or initiative

- Proposed extension on both sides: Rajghat and Asi Ghat sides
- Ghat redesign and cleanliness projects
 - * Redesign concept of Ghats to ensure that "muck" accumulated from cleaning is not pushed back to the river front
 - * Night time (12:00-3:00 am) cleaning
 - * Competition and certification for ghats in terms of cleanliness
 - * Call for volunteer groups to offer cleaning services
 - * Provide a platform for those who would provide cleaning services
 - * Start with one-or two ghats areas on a pilot basis and then extend concept.
 - * Introduce guidelines for organic soaps to reduce pollution etc.

- * **After 5 year period, if situation does not improve, then provide for a separate institutional authority just for controlling and regulating ghats and activities on the Ghats**
- Proper signage on artistic plaques for stating history & background of each of the ghats etc.; provide signage for facilities-parking/ other facilities

City Zoning

- The central core portion of the city adjoining the main ghat area to be declared a non-motorised vehicular area.
 - * This will reduce pollution, congestion and contribute to environmental cleanliness
 - * Usage of cycle rickshaws will be enhanced and will constitute employment generation

Museum Projects

- Museum of Indian Civilisation through the ages(with a special section on Benaras), as an alternate place option for the suggested museum complex in Chunar
- Similarly, alternate location option for proposed Museum of Natural wild life suggested at Chandraprabha
 - * Suggested area: outskirts of the main city: along GT road

Internal Landscaping Project

- In the long term, all sections of the city are envisaged to be covered through intense and “designed” greenery landscaping through local community involvement. In the short term (0-5 years), select zones have been identified for special attention.
 - * Adjacent Ghat entrance areas, where possible
 - * BHU owned land with Saraswati Temple, outside the campus area: approximately over 50 acres covered with slush and weed. Since the area is cordoned off and there is no commercial activity or any other form of construction, the same can be planned for recreation
 - * Markandeya temple area: approximately 30 acres around to the Ghats area where there is no agricultural activity.
 - Remove parthenium and other weed structures
 - Plan for thick sacred grove of neem, peepul, other trees and plants/shrubs
 - Since the area is uncongested, approx.1-2 acre area of the same can be earmarked for a yoga-cum-ayurveda camp facility

4.29 The specific projects described above for landscaping can be considered as experimental lead projects planned for implementation during the 0-5 year period and consolidation during the 5-10 year period. They can constitute a component of the drive to make Benaras the cleanest city during the 10-20 year time frame.

Extremely Damaged Monument Restoration

4.30 Site: Jain temple: location of birthplace of 5th Thirthankar. Location on outskirts of Varanasi. —Approximately 17km from Varanasi on the Ghazipur (NH-29) road.

- Digamber and Shwethambar
- Project: need for retaining wall ½ km approx. with breaker stones to lessen the impact; issue of how they can be constructed with architectural design harmony than as a plain cement wall
- Inside Digambar temple
 - * Extremely damaged:
 - Structure main temple: completely blue painted
 - Structure side of main temple: completely unkempt & dilapidated
- Landscaping project within temple area if possible, over approx. 1-2 acres
- Separate landscaping project with shady trees required in nearby areas so that local children have alternative to temple area for playground requirements (to prevent inappropriate use, sanitation issues etc. of the temple area).
- Water provisioning project: with overhead tank or alternative
- Signage from main road and historical story-plaques

Other Special Activity based Projects

- Special river Cruise Projects¹:
 - This is to leverage on the opportunity of enhancing the river experience, since considerable numbers of tourists are already visiting the ghat areas/river side areas and engaging in limited boating activity –covering the various river side ghats.
 - Major proposed link points for cruise activity: Varanasi (Assighat and Rajghat), Ramnagar and Chunar to enable various cruise options.
 - Facilities include jetties at Assighat, Rajghat, Ramnagar, and Chunar with one~two 80 seater cruise boats
 - Cruise Project to further enhance the Chunar-Varanasi linkage to promote the brand image of the Greater Varanasi/Benaras Tourism experience

¹ UPT is intending negotiations with private parties in near future for turnkey management of operations and the cruise management to be undertaken on a professional basis.

- Village Tourism Experience:
- This is in conformity with GoI policy guidelines for states to make efforts to involve rural communities in tourism. The target segments are essentially foreign visitors interested in Indian village tourism experience (lifestyles, customs, and traditions). Secondary targets are general culture interest tourists from UP's own major cities.
- Chiraigaon is the selected village: 13 km on outskirts of Varanasi, with population of approximately 4500 with local craft activities of earthenware, floriculture, Benarasi sari weaving, iron smithy, carpentry, picklemaking. **These activities have scope of being made into participatory activities.**
- Varanasi hub based selected village to serve as “Adarsh Gaon” or model village.
- Basic infrastructure improvements are required in the context of restoration/repair/construction/improvements of: village pathways; drainage, exterior of village homes/building; garbage disposal systems; street lights; general toilets etc.

Select Exhibits

Exhibit 4 V-I presents a Varanasi city map representing indicative locational details for select projects

Exhibit 4 V-II presents locational representation for the green belt in the Markandeya Temple area

Please refer Appendix IX for the above Exhibits.

BACKGROUND INFORMATION

EXISTING TOURISM SITUATION

- **HISTORICAL BACKGROUND BRIEF** (Compiled from existing literature)
- **DEMOGRAPHIC DETAILS**
- **POSSIBLE EXCURSIONS AND ANNUAL CULTURAL EVENTS**
- **TOURISM TRAFFIC**
- **ACCESSIBILITY ASSESSMENT**

Historical background of Varanasi

4.31 Varanasi is the city which enshrines the very essence of Hinduism. Also known as Kashi and Benaras, this is the oldest living city in the world. The city of Benaras is situated on the west bank of the holiest of all Indian rivers, the Ganga or Ganges. The relationship between the sacred river and the city is the essence of Varanasi - 'the land of sacred light'. Home to some of the most ancient and revered monasteries in the world, this is the place where scholars still come to learn the ancient knowledge of the Vedas and debate on the nature of God. This is also the city where many Hindus come to die. Hindus believe that by being cremated at Mani-Karnika Ghat at Varanasi, they will immediately attain liberation from the continuous cycle of birth and death.

4.32 Apart from its religious significance, it is also the hub of many traditional industries and is world famous for its silks - in particular, its silk brocades. The town does a roaring trade with pilgrims and tourists alike.

4.33 Silk weaving in Banaras is a cottage industry and in many areas of the city, especially the Muslim quarters, one can see looms at work all day.

Demographic details

- Population : 31,48,000 (2001 census)
- Altitude 80.71 Metres above sea level
- Area 73.89 sq. km.
- Rainfall: 11.1 cm. (June to September).
- Languages : Hindi, English



Varanasi: A Glorious Heritage

The Ghats Of Varanasi

4.34 In this ancient city of pilgrimage, the bathing ghats are main attraction. People flock here in large numbers every day to take bath and worship in the temples built beside the river bank. Centuries old tradition to offer puja to the rising Sun is still maintained.

4.35 The various ghats that are in Varanasi are

- Asi Ghat to Kedara Ghat
- Chauki Ghat to Chaumsathi Ghat
- Dashashwamedha Ghat
- Man Mandir Ghat to Lalita Ghat
- Manikarnika Ghat
- Scindia Ghat
- Panchganga Ghat to Adi Keshva Ghat
- Vishwanatha Khanda

The Kashi Vishwanath Temple / Gyanvapi Mosque

4.36 This temple is dedicated to Lord Shiva. It is popularly known as the golden Temple due the Gold plating done on its 15.5 meter high spire. One tonne of gold donated by Maharaja Ranjit Singh has been used in the gold plating of the spire. The temple was destroyed in the various invasions and was rebuilt in 1776 by Rani Ahilyabai of Indore.

St. Mary's Church

4.37 Situated in the cantonment area of Benaras (Varanasi) the St. Mary's Church has a low tower, spire and projecting portico. Instead of windows tile, church has louvered doors to the sides and hooded ventilation slots beneath the cornice.

Durga Temple

4.38 Built in the 8th century, the Durga temple is one of the most important temples in Varanasi. This temple is built in Nagara Style. The shikhara of the temple is formed by many small spires which are built one on top of the other.

Bharat Mata Temple

4.39 This temple is dedicated to Mother India. The temple is built in the Mahatma Gandhi Kashi Vidyapeeth which was built by Babu Shiv Prasad Gupta. This temple was inaugurated by Mahatma Gandhi in 1936 so that the citizens could respect Mother India

in statue form. The statute is built in marble and is a replica of undivided India in three dimension which has the mountains, plains and oceans in right proportion.

Tulsi Manas Temple

4.40 This temple is dedicated to Lord Rama. The temple is built in the place where Goswami Tulsidas composed the epic 'Ramacharitramanas' which provides us with detailed description of the history and deeds of Lord Rama.

Ram Nagar Durg

4.41 2 kms from the Kashi Hindu university, across the Ganges is located the ancestral house in the fort which was built by the former rulers of Kashi. In one of the sections of the fort is the museum which displays the royalty which was once part of the kingdom. This museum gives an insight into the grandeur which once prevailed in the fort. On the Ramnagar Pandav road is a beautiful Durga temple. This temple has very delicate and intricate carving done on stone. These carvings are worth giving a look.

Bharat Kala Museum

4.42 The Kashi Hindu University has a museum which has a very rich collection of precious and rare historical artifacts, statues, pictures, paintings and manuscripts. This small but very well maintained museum gives an over view of the ancient city of Varanasi.

Nandeshwar Kothi

4.43 Nandeshwari Kothi, designed by James Prinsep is a typical building of the early 19th century in Benaras.

Benaras Hindu University

4.44 This is the largest and oldest university in north India. Spread over an area of 2,000 acres, this great place of education was established by Pt. Madan Mohan Malaviya. Today the campus has faculties of Arts, Science, Music, Sanskrit, Languages, Engineering, Statistics and Medical to name a few of them.

Nepali Temple

4.45 The King of Nepal had built this temple on Lalita ghat in Nepali style. The Nepali temple is also called the 'Kathwala temple'. The temple has some magnificent woodwork. Tourist from all over the world come just to see this temple which has no comparison with any other temple in India.

Jantar Mantar

4.46 The ruler of Jaisingh built an observatory in Varanasi in line with those built in Delhi, Mathura, Ujjain and Jaipur observatories. The Varanasi observatory has all the instruments which were required to record the motion, speed and properties of various stars and planets and other cosmic objects. The observatory was built in 1600 and still the instruments give the exact measurements which can match any modern instrument.

Excursions

Sarnath :

4.47 About ten kms from Varanasi, is the place where lord Buddha after enlightenment gave his first sermon or as the Buddhist say set the wheel of dharma or law rolling. Today Sarnath is considered as one of the richest place to have antiques since the Ashoka period to the 12th century.

Chunar

4.48 Chunargarh of 'Chandrakanta', the classic novel by Babu Devakinandan Khatri is 40 kms from the city of Varanasi. Today the place is known as Chunar. Along one of the meanders of Ganges, where the Kaimur Hills are taking a North face, are built the imposing fort of Chunar.

Jaunpur

4.49 In 1360 Feroz Shah built this town to guard the eastern side of his Delhi sultanate. Jaunpur is located 65 kms from Varanasi. Jaunpur is bisected by the river Gomti and the two sides are connected by the massive Akbari Bridge. This bridge was designed by an Afghan and was built in the 16th century. The fifteen stone arches of the bridge have withstood earthquakes and floods. On the southern end of the bridge is the sculpture of a lion tussling with an elephant. This marked the provincial milestone. Other places to visit in Jaunpur are Sheetla Chowkia Dham, Yamdagni Ashram, Atla Mosque and Char Anguli ki Masjid.

Kaushambi :

4.50 The mention of this town can be seen in the Mahabharata. It is said that the Pandav brothers lived here. Buddha visited this place many times and gave sermons after his enlightenment in 6th and 9th century. Kaushambi developed as a major center for Buddhism. The ruins of an old fort tells the saga of the towns antiquity. Kaushambi is 185 kms from Varanasi.

Vindhyachal :

4.51 There are many Shaktipeeths in India. These are the places where the Goddess of power is said to be residing and people worship her viz- Goddess Durga. Vindhyachal is one of such peeths or abode of Shakti. The place is 90 kms from Varanasi. The temples of Vindhyavasini Devi, Asthbhuja and Kalikhoh are a must visit here.

Kaimoor Wildlife Sanctuary:

4.52 Kaimoor sanctuary, located on the Uttar Pradesh - Bihar border, is spread over an area of 500 sq. kms.

Chandra Prabha Wildlife Sanctuary:

4.53 Established in 1997, Chandra Prabha Sanctuary, a small sanctuary sprawling over an area of 78 sq. kms, is located on Naugarh and Vijaigarh hillocks in Vindhya forest range, in Chandauli district.

Fairs & Festivals:

Ganga Festival

- A festive experience like none other awaits everybody at Ganga Festival at Varanasi.

Kartik Purnima

- Celebrated in the month of November-December is the sacred day, when the ghats of Varanasi come alive with thousands of brightly-lit earthen lamps.

Buddh Purnima

- This festival is celebrated with pomp and gaiety in Sarnath. This day Lord Buddha was born. A large fair is held in Sarnath and the relics of Buddha are taken out in a procession for public viewing on this day. Buddh Purnima is celebrated during the month of May.

Bharat Milap

- Around Dussehra a fair is held in Nati Imli which celebrates the return of Lord Rama from 14 years of exile. His reunion with his younger brother Bharat is celebrated as Bharat milap. This festival is attended by the king of Kashi in royal flavour. The festival is attended by at least a million devotees. Held in the month of October / November.

The Ramlila

4.54 The Ramlila of Ramagar is famous far and wide. The Ramlila is based on the Ramcharitramanas by Tulsidas. The month long festival is usually held during October / November and it sees the performance of many ancient rituals.

Nakkatyya

4.55 This festival again is based on the Ramayana. The episode in the epic where the sister of Ravana tries to influence Lakshmana to marry her but instead Lakshman chops off her nose. On hearing this Ravana vows revenge against the brothers. This incidence in the epic is one of the reasons why Sita was abducted by Ravana. The festival is held in Chetganj with much fan fair.

Hanumat Jayanti

4.56 This festival is celebrated to mark the birth of the monkey God Hanuman. The five day long festivities are held at the Sankat Mochan temple. During this festival many plays are staged based on the Saraswati, Ram, Krishnalila and Hanuman Charitra.

Mahashivratri

4.57 Though Mahashivratri is celebrated throughout India, Varanasi has some special charm in the celebration the festival. During the festival a procession is taken out from the Maha-Mritunjaya temple to Kashi Viswanath Temple.

The Dhrupad Mela

4.58 In the month of March a five day long music festival is organised on the Tulsi Ghats. during the five days renowned artists from all over the country perform Dhrupad here. This festival is one of the major tourist attractions of Varanasi.

Panch Koshi Parikrama

4.59 The procession has got the name because it passes through five places. These five places are Kardmeshwar, Bhimchandi, Rameshwar, Shivpur and Kapildhara. The parikrama has special importance in the ancient parikramas of India. The procession starts and ends at Manikarnika Ghat.

EXISTING TOURISTS PROFILE

(Ten years past details provided in Appendix X)

4.60 The existing tourist profile at Varanasi is presented below

Foreign

	1997	1998	1999	2000	% of Varanasi	Growth
Varanasi	82459	88836	113333	115254		12%
Mirzapur	440	415	454	563	0%	9%
Sonbhadra					0%	
Bhadohi					0%	
Astabhuja	600		500	550	0%	-3%
Sarnath	10517	7482	15168	8115	10%	-8%
Jaunpur	7400	9800	10560	9470	9%	9%
Vindhyanchal	600	500	2000	2100	1%	52%
Total	102016	107033	142015	136052		10%

- Varanasi is the one of the important destinations for foreign tourists and as seen from the statistics there has been a good 12% increase in the tourists traffic
- Sarnath is also a popular destination, however the number of visitors to Sarnath is just 10% of total visitors to Varanasi

Domestic

	1997	1998	1999	2000	Growth
Varanasi	215106	287606	393297	431901	26%
Mirzapur	112502	123110	583624	592615	74%
Sonbhadra	10000		13410	27895	41%
Bhadohi					
Astabhuja	2009400	1500000	1700000	1705000	-5%
Sarnath	3240	99719	114858	74872	185%
Jaunpur	287000	371300	397650	381940	10%
Vindhyanchal	2100000	2000500	2200000	2210000	2%
Total	4737248	4382235	5402839	5424223	5%

- Most domestic visitors to the area are pilgrims

ACCESSIBILITY

4.61 Varanasi is the main access point for this region as well as the Buddhist circuit.

Local Transport

4.62 Buses, Cycle-rickshaws, Auto-rickshaws

Rail

4.63 The trains to Varanasi from major cities are as follows:

North	South	West	East
New Delhi <ul style="list-style-type: none">• 8 trains	Bangalore <ul style="list-style-type: none">• No trains	Mumbai <ul style="list-style-type: none">• 5 trains	Kolkata <ul style="list-style-type: none">• 8 trains
Agra <ul style="list-style-type: none">• 1 train	Chennai <ul style="list-style-type: none">• 1 train	Bhopal <ul style="list-style-type: none">• 1 train	Patna <ul style="list-style-type: none">• 8 trains
Jaipur <ul style="list-style-type: none">• 1 train	Hyderabad <ul style="list-style-type: none">• 1 train	Ahmedabad <ul style="list-style-type: none">• 1 train	
Lucknow <ul style="list-style-type: none">• 18 train	Trivandrum <ul style="list-style-type: none">• 1 train		

- Connectivity with Delhi, Lucknow, Mumbai and East is good
- Lack of connectivity with important tourist gateways like Jaipur and Agra
- Poor connectivity with South India

Road

4.64 The following Highways pass through Varanasi.

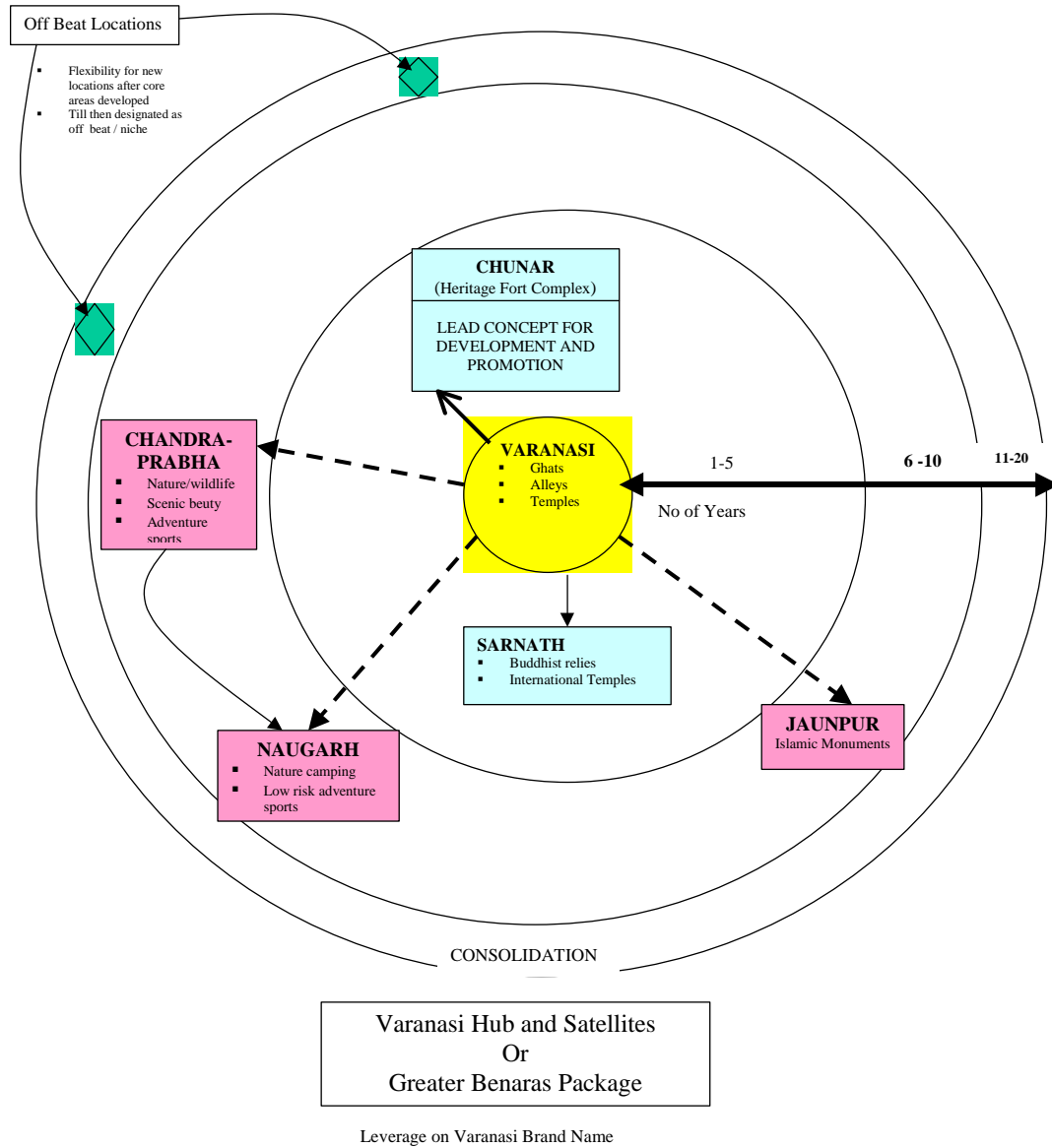
NH No.	Route	Total distance
National Highways		
2	Delhi - Mathura - Agra - Kanpur - Allahabad - Varanasi - Mohania - Barhi Palsit - Baidyabati - Bara - Kolkata	1465
7	Varanasi - Mangawan - Rewa - Jabalpur - Lakhnadon - Nagpur - Hyderabad - Kurnool - Bangalore - Krishnagiri - Salem - Dindigul - Madurai - Cape - Commorin (Kanyakumari)	2369
29	Gorakhpur - Ghazipur - Varanasi	196
56	Lucknow - Varanasi	285
State Highways		
5A	Varanasi Shaktinagar	78
73	Varanasi Azamgarh	70
74	Varanasi - Adalpura- Chunar - Kachhua	47
87	Varanasi - Badohi - Gopiganj	64

- Varanasi is on NH 2 to Kolkata which is a good highway
- NH 29 is a good road leading to the Buddhist sites
- The SH 76 (& the distance to Chunar) could be reduced to half

Air

4.65 There are 4 flights from New Delhi, 3 flights from Mumbai, 2 flights from Khajuraho, 1 flight from Agra, 2 flights from Lucknow and 1 flight from Kathmandu. Therefore besides Jaipur all major national tourist gateways are connected with Varanasi. The planned upgradation of Varanasi to international airport will be beneficial to tourism in the area.

Exhibit 4.1



5.00 LUCKNOW AND SATELLITE BASED CIRCUITS
{This chapter covers Points no. iv,vii,viii,ix,xi,xxi, of the Guidelines}

INTRODUCTION

5.01 This chapter constitutes the following:

- Positioning of Lucknow as a Hub
- Defining Circuits
- Specific Locations & sites:
 - * Select highlights of attractions and
 - * Defining project concepts
- Background information
 - * Tourism traffic and accessibility assessment

POSITIONING OF LUCKNOW AS A HUB

5.02 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.

5.03 However, Lucknow is presently, perhaps one of UP's low performance but high potential destinations from the tourism perspective.

5.04 Reasons for Lucknow being an “underperformer” from a tourism perspective:

- Lucknow is seen as a transit point for other special interest destinations
 - * E.g.: Ayodhya for pilgrim traffic; Shravasti for the Buddhist traffic
- Lucknow's own direct connectivity with South and Western regions by rail/air/bus links are limited
- UP, outside the NCR region, not emerging as India's economic powerhouse or keeping pace with the perceived high-growth industries such as pharmaceuticals, software and nascent industry of bio-technology.
- Lucknow's limited direct connectivity with two other favoured national and international tourism destinations, namely Agra and Benaras—despite both the centres being in U.P. To this extent, the importance of Lucknow has been downplayed
 - * For example: Varanasi being on the Kathmandu-Varanasi-Kajuraho-Varanasi-Kathmandu flight path route has only further enhanced the popularity of Varanasi.
- Traditionally, UPT have not focussed on Lucknow as a priority place for tourism promotion.

- * Lucknow has been attempted to be promoted along with several other locations of UP. Lucknow has not been given special priority. Furthermore, Lucknow promotion was not given the same priority as the Himalayan mountain areas (now part of Uttaranchal) nor of the Buddhist Circuit
- Outside UP, Lucknow is primarily seen /perceived as a state government capital on par with any other state government capital including Chandigarh; and not a special place of historical and cultural significance

Defining short-medium and long term circuits

5.05 Lucknow is proposed to be promoted as a Tourism Hub (for general interest tourism) with the following locations as satellite destinations:

<i>Location</i>	<i>Distance from Lucknow</i>
• Dudhwa National Park	240 kms
• Faizabad-Ayodhya	134 kms

5.06 The following are the proposed circuits:


- Lucknow- Dudhwa National Park- Singahi Heritage Village- Lucknow
- Lucknow – Faizabad – Ayodhya - Lucknow

1-5 years	<i>Mainstream:</i>	Lucknow only
	<i>Offbeat/Niche:</i>	Lucknow- Dudhwa National Park- Singahi Heritage Village- Lucknow
6-10 years	<i>Mainstream:</i>	Lucknow- Dudhwa National Park- Singahi Heritage Village-Lucknow Lucknow-Faizabad-Ayodhya- Lucknow
	<i>Offbeat/niche:</i>	
11–20 years		Consolidation of the above and identification of new off -beat locations. In addition: Lucknow – Faizabad – Lucknow - Shravasti – Lucknow (Shravasti in context is being linked as a heritage and cultural centre)

Location-wise specifics & projects

5.07 Based on the above framework, the various locations/destinations are expressed from the tourism perspective, positioning and required projects.

Lucknow

Lucknow: the Nawab capital of a

5.08 Lucknow is a major centre with its rich `Nawabi and Colonial culture and traditions, has a tremendous base of heritage monuments. These include:

Nawab era

Bada Imambara, Chotta Imambara, Jama Masjid, Lakhi Gate, Shah Najaf etc.

Colonial era

Residency, La Martiniere, Hussainabad Clock Tower, Vidhan Sabha, Mermaid Gate etc.

Select projects for destination Lucknow

Monument-related:

- Architecturally elegant signage, lay-out map, description of sites and historical importance/episodes etc. required at almost all sites
- Monument preservation: prevention of white-washing in the name of /for the purpose of preservation and conservation
- Landscaping of all monument entrance areas
- Landscaping /cleanliness-sanitation projects at all entrance areas
 - * Example: Bara Imambara: The front-side has been rented out to shopkeepers. There is no standardisation/ architectural design controls of signboards/cleanliness relating to appearance and operations. The same can be introduced in consultation with property-owners who are organised as a private trust committee.
- Water-treatment/operationalisation of all decorative water pools/ fountains/ ponds in or near the vicinity of monuments
 - * Example: Bara & Chotta Imambara; Adjacent to the Hussainabad museum

Residency ruins related

5.09 The Residency ruins are spread over a space of few square kms. The vast expanse provides scope for project concepts for enhancing both the Residency monument and tourism potential for Lucknow. Hence, we are treating it as a special monument category in addition to the above-mentioned section.

- Museum: 1857 First War of Independence Museum covering portrayal through art, sculpture, artifacts etc. the
 - * Complete history of that war
 - * Key personalities of all sides who participated in the conflict
 - * Special focus on incidents related to the residency
 - * Scaled- down recreation of the original cities and their evolution (Lucknow and Faizabad) under the British and the Nawab regimes.
- The above museum can include an audio-visual section/mini theatre for screening specially created film documentaries relating to 1857. The concept can be expanded to include other famous freedom struggles/historical epochs, both national and international (e.g.: American Revolution, French Revolution, etc)
- As an alternative to the mini-cine-theatre section: stage plays/theatre can be undertaken at a suitable site at the Residency.
- Importance in the context of the above: presentation of costumes, pageantry, life-styles, bands and music, and important historical episodes representative of the Nawab and British periods.

Other activities: Lucknow as an event destination

- One-two activities /inexpensive sport related activities to be shortlisted for which Lucknow should aim towards becoming the major national and international event-festival destination. Some prima-facie examples may include:
 - * Kite-flying
 - * Chess
 - * Archery

Special connectivity projects:

Airport Upgradation

5.10 The potential of Lucknow as a hub is envisaged to be enhanced with the prospect of expansion/upgradation of Lucknow as an international airport (enhancing air traffic control facilities, runway extension, customs/immigration services etc.) over and above its existing limited operations to the Middle East.

5.11 This will enable tourists including business visitors, etc. to directly visit Lucknow as an option rather than first to an alternative city such as Delhi. The tourist impact will primarily be on the Lucknow hub and circuits, and secondly on the Buddhist Circuit (with impetus for starting from the Lucknow-Shravasti belt) and overall for UP as a whole. In addition, the tour operator industry (that is a major driver for the tourism industry) operating in UP and based in Lucknow would become further activated

5.12 While requirements for the project is desirable for implementation within the first phase, it is anticipated that detailed feasibility assessment, planning and implementation will result in operationalisation by or during the second phase period. The above not only has to take into consideration technical and construction parameters but also strategic airport operation requirements for the longer future term (eg: enhanced component of non-aeronautical revenues from duty free shops, restaurants and other activities to supplement aeronautical revenues)¹

Railway

5.13 Linkage of special express trains/flight routes connecting key tourist areas. Examples:

- Agra-Lucknow-Benaras
- Jaipur-Agra-Lucknow-Benaras

5.14 Since routes are governed by traffic flow, routes can be made to materialise in tandem with marketing and promotional efforts. These may materialise in the longer run (5-10 or 10 year plus time frame)

5.15 In the short term (0-5 years), existing express train/routes should be examined for establishing possible linkages. Example:

- Shatabdi stoppage at Tundla. This will enable direct Agra- Lucknow link on a daily basis through the popular and “tourist convenient” Shatabdi Express.

Other Projects:

Packaging-Marketing & Promotion is the Key

5.16 The major requirement to promote Lucknow as a prime tourist destination and as a tourism Hub is

- Not oriented towards development of specific infrastructure outside the existing range of activities being carried out by Lucknow Development Authority.
 - * The accommodation, power and other infrastructure in Lucknow is probably the best possible in UP considering its position as State Capital.
- Requiring primarily “packaging” and marketing. These issues are dealt with separately in chapter 8.

¹ Detailed feasibility assessment is to be taken up as a separate study

Dudhwa National Park

5.17 Dudhwa Park is presently UP's largest natural wildlife reserve. Dudhwa has been perceived primarily as a "picnic getaway" for local Lucknow residents.

5.18 Earlier, as wildlife reserve, UPT had primarily been promoting Corbett National Park, which has now within the jurisdiction of Uttaranchal. Hence the awareness and the need for promoting alternate sites within UP.

5.19 Presently the sanctuary attracts approximately 10,000 visitors including school expeditions with the peak periods being all weekends and holidays.

Natural attractions

5.20 The forest sanctuary is approximately 490 sq. km. Animals of special interest would include Rhino, Tiger and different deer.

Existing facilities

- Approximately 6 huts of concrete construction. Special facility for VIP guests.
- Visitor information almost entirely only in Hindi. May cause difficulty if Dudhwa is to be promoted on an all-India basis or as an international attraction.
- Small museum approx. 30 ft X 30 ft. Separate room for film viewing
- One canteen which operates on contract basis
- Booking facilities to be undertaken at the Forest Office at LakhimpurKheri District in Pallia town/village.
- Ongoing construction on the outskirts of the Dudhwa reserve of Tourist accommodation facility by UPT; approximately 25-30 bed accommodation.

Concern areas & issues

- Huts and related construction in cement and brightly painted with limited aesthetic value and scope for blending in the natural environs
- Absence of STD/PCO, emergency first aid facilities
- Present activity of film room for showing about wildlife may become redundant with 24-hour cable TV availability on wildlife and nature; unless these films are on local wildlife.
- Absence of visitor interpretation facilities. Booking of accommodation facilities is constrained since present system primarily oriented towards servicing Lucknow based visage.
 - * Internet/web based booking not presently available

- Power availability even in the planned UPT hotel; power cut on an average of more than 5 hours per day.

Suggested projects

5.21 Suggestions for improvement of existing facilities:

- In the long run, special construction guidelines for aesthetic and forest blending orientation required. The existing building structures should be reconstructed along such guidelines
- STD/PCO requirement; internet facility at the Forest Warden's office as well as in vicinity of visitor accommodation facilities.
- Emergency first aid and simple training/basic training requirements for select staff
- Canteen and other facilities areas to be regularly cleaned even in off-season period
- Special orientation 10-15 minutes programme for visitors (group visitors) on forest friendly behaviour and safety issues as also penalty issues for misconduct
- Demarcation of camping areas as an option for stay
 - * Gensets to be of modern smokeless and noiseless brand options

Additional attractions & activities

Suggested Projects

- Converting Dudhwa into a Mega forest park, if possible into India's largest forest sanctuary
 - * This can be done by including under the Dudhwa banner/brand, the various forest belt stretches that exist along the Indo-Nepal boarder. Presently they are known by different names and administration. Combining under one brand name and presentation as India's largest forest reserve may promote its marketability.
 - Dudhwa national Park (District: Lakhimpur Kheri): 490 sq.km.
 - Kishanpur Wildlife sanctuary: (District: Lakhimpur Kheri) : 200 sq. km
 - Sohailwa Wildlife sanctuary (District Balrampur); 428 sq. km
 - Sohagi Sanctuary (District Maharajganj) : 452 sq. km (the above approximate over 1500 sq. km; based on proper survey and including protected areas, the size is likely to be greater)
 - The above can be extended into a joint Indo-Nepal Project if possible which would further enhance the base size of the forest reserve concept.
- Complete Zone-map information covering: permissible and non-permissible areas need to be outlined as part of visitor information services.

- Forest visiting related activities: This has to be expanded with proper facilities and planning
 - * E.g.: low-noise buses specially designed for jungle travelling for sightseeing with Forest Office approved guides. Defining the permissible routes for such travel
 - * Identified forest trek paths

Forest outskirts related:

- 1-2 acre area be demarcated as a Meditation/Yoga Camp/Retreat on the outskirts of the forest area.
 - * Initially this can be organised in a forest belt area closer to Shravasti. Depending on the demand and experience can be additionally set up in closer proximity to the existing Dudhwa Gate area.
- 1-2 acre area be demarcated for eco friendly activities:
 - * camping as an option for accommodation
 - * sports activities: amateur archery

Support projects (infrastructure & access)

5.22 Connectivity is primarily provided through road (approximately 219~240 km from Lucknow depending upon the route taken).

5.23 The road route requires considerable repair work in sections, complete construction at other sections; together covering a length of approximately 40 kms. The details of the relevant sections and the road routes are provided in exhibitions 1 and 2 that follow.

5.24 The road route faces an additional obstacle in the form of a bridge over the river Sarda (approximately half km in length in the proximity of the town Pallia) that is common for the roadways as well as the railways leading to considerable time delays as well as potential safety hazards. A second bridge is required to provide separate and secure route for road and rail traffic. Please refer attached exhibit

NIGHASEN/ SINGAHEN HERITAGE PALACE COMPLEX

5.25 This unoccupied but maintained and intact heritage palace, with adjoining village market centre combined with open spaces position's the Singahen Palace as an upmarket retreat.

5.26 Singahi Palace is one among several properties listed in a handbook of properties for disinvestment/invitation of private investment and participation. The booklet provides few photographs that inadequately cover the various sites. However, because Singahen's unique location and scope for being combined with the Lucknow Hub accords it a special position among the stated properties.

Suggested Projects

- Hotel-cum-retreat:
- Adjacent village areas that have traditionally been associated with the palace to be geared for tourist heritage village.
- 1-2 acre area to showcase the various crafts of UP :The Singahi Royal Crafts Haat:
 - * Moradabad's: brassware
 - * Chunar & Khurja's pottery and ceramics
 - * Lucknow's own chicken embroidery
 - * Benaras silk based apparel
 - * Firozabad: glass making covering a wide range of products from bangles to chandeliers

5.27 The objective of the Crafts village is to develop the Singahi palace as a self-sustained tourist complex that is also a get-away location. (Alternate location for promoting the concept would be at a suitable site at the main Hub Centre, Lucknow)

Longer run linkage with Alternate Village Tourism Experience

- An alternate concept to the “recreated crafts” village given above is a close proximity to “actual village life experience” as a Tourism concept. Such a concept is presently at a nascent level in the Indian /UP context.
- This is in conformity with GoI policy guidelines for states to make efforts to involve rural communities in tourism. The target segments are essentially foreign visitors interested in Indian village tourism experience (lifestyles, customs, and traditions). This includes NRI of UP origin as a special sub-segment. Secondary targets are general culture interest tourists from major urban centres- particularly Lucknow.
- Kotwara is the selected village is approximately 86 km from Dudhwa National Park. with population of approximately 20,000 with local craft activities of Dhurymaking and Chikankari. **Aspects of these activities have scope of being made into participatory “experience” activities.**
- Kotwara village is already on the tourist map in a limited way. A tourism asset in the form of ancestral Haveli of Muzzafar Ali is part of the village. The Haveli was used for shooting of the film “Umrao Jaan” and several other movies too—(movie sets augment the tourism attractiveness of this village) A pond /water body further enhances the tourism ambience. A small designer studio for designing fashion garments has made a small niche presence. The above constitutes reasons for selection of the Kotwara Village.

- In the longer term, the scope can be examined for linkage of the Singahi Heritage Palace Concept with the Kotwara village tourism; since the two are positioned to offer different forms of village tourism experience. The former is essentially “artificial” or “recreated ambience “ for an upmarket niche segment in the nature of a resort complex. The latter is envisaged to provide a “grass roots” experience (subject to minimal modifications on the infrastructure domains.
- Basic infrastructure improvements are required in the context of restoration/repair/construction/improvements of: village pathways; drainage, exterior of village homes/building; garbage disposal systems; street lights; general toilets etc.

BACKGROUND INFORMATION

EXISTING TOURISM SITUATION

- **HISTORICAL BACKGROUND**
- **DEMOGRAPHIC DETAILS**
- **BRIEF (Complied from existing literature)**
- **POSSIBLE EXCURSIONS AND ANNUAL CULTURAL EVENTS**
- **TOURISM TRAFFIC**
- **ACCESSIBILITY ASSESSMENT**

Historical background of Lucknow

5.28 Lucknow is the capital of Uttar Pradesh, one of the biggest states in India and is situated on the banks of the river Gomati, tributary of the Ganga. It is famous for its Gardens, Parks and unique archaeological monuments. The people of Lucknow are known for exquisite charm, courtesy and flair of the Urdu language.

5.29 The city became known as a centre for Urdu poetry and courtly diction, and reached its acme during the reign of Wajid Ali Shah who was a connoisseur of music and poetry.

5.30 Lucknow is also known for its elaborate cuisine and 'Chikankaari' or exquisite shadow-work embroidery on fine muslin cloth.

Demographic details

- Population : 36,81,000 (2001 census)
- Altitude 123 Metres above sea level
- Area 73.89 sq. km.
- Rainfall : 44 cm. (June to September).
- Languages : Hindi, English, Urdu

Lucknow : A Glorious Heritage

Forts & Monuments

- **Bara Imambara** - was built by Nawab Asafuddaula in 1784 A.D. when Avadh was gripped by severe famine. It shows a blend Mughal and Rajput schools of building and a shade of the Gothic. The excellence of this structure lies in its extensive interior. The structure took six years to be completed. Built over the hall is the 'Bhulbhuliya,' a maze of corridors in a honeycomb of architecture.
- **Chota Imambara** - or the Husainabad Imambara is a father's parting 'gift' to his daughter. It was built by the third Nabab, Muhamad Ali Shah for his deceased daughter Jenabasia, in 1840 A.D. The appeal of this structure lies in its furnishings comprising exquisite chandeliers of Belgium glass. The glittering brass-domes and ornate architecture of this building made a Russian Prince call it the "Kremlin of India."

A small bazaar, known as the **Gelo Khana** or "**Decorated Place**", lies inside the imposing entrance of the Imambara and is the home of chikan and bidri workers and of those who make the small clay figures typical to Lucknow.

- **Rumi Darwaza** - This huge 60-feet-high door was also built by Nawab Asafuddaula as part of a famine relief program. All classes of people helped in its construction. Preferring hard labour to beggary, the building was commissioned to help supplement their incomes.
- **Ghari Minar or the Clock Tower** - Built in 1881 by the British, this 67 m-high clock tower on the river Gomti is said to be the highest clock tower in India. The tower has European style artwork. The parts of the clock is built of pure gunmetal and the pendulum hangs 14 feet. The dial of this clock is shaped like a 12-petalled flower and has bells around it. It is located very near to the Rumi Darwaza.
- **The Residency** - The site for this complex was specifically chosen on a high elevation of the bank of the Gomti to accommodate British visitors who found the tropical climate uncomfortable. This residential complex became the traditional home of British residents. In 1857, heavy cross firing between the rebels and British badly damaged the structure. But it still continues to be a favorite picnic spot.
- **La Marteniere**- is soldier-architect Claud Martin's dream palace. Martin who established educational institutions in his hometown, Lyon and in Calcutta intended La Martiniere to be a seat of secular learning. But the school admitted students of European origin only, until India's independence.
- **Dilkusha Palace** - The Palace of Dilkusha "Heart's Delight" was built by Nawab Saadat Ali Khan 1798-1814. It was erected as a hunting box in the center of a large park stocked with game. Nearby lay a large shallow lake upon which the Nawabs, especially Nasiruddin Haider, would hold bird shoots.
- **Chattar Manzil** - is near the Begum Hazrat Mahal park, on the banks of the Gomti. The United Service Club, otherwise the Greater Chattar Manzil, was once a king's palace. Under the existing river terrace was the 'ground floor'; below that were the tykhanas, cooled by the waters of the Gomti which lapped against the outer walls. Considering their size, surprisingly little is known about the Chattar Munzil Palaces. Today this building houses the Central Medicine Research body. The Lal Baradari was also the part of Chattar Manzil and was built as Coronation Hall and Durbar Hall.
- **Shah Najaf Imambara** - Situated on the south bank of Gomti towards the west of Sikandar Bagh, the building is almost an exact replica of the tomb of Hazrat Ali, the son-in-law of Prophet Muhammad, at Najaf Ashraf in Iraq. It contains the remains of Ghazi Uddin Haider and his three wives Mubarak Mahal, Mumtaz Mahal and Sarfraz Mahal. Earlier the entrance

of the mausoleum was from the Gomti side which has been abandoned now for the south one.

- **Shahid Smarak** - is a tall tower built of marble on the bank of Gomti built in the memory of the freedom fighters who laid down their life for the country. It is very close to the Residency.
- **Machchi Bhawan** -The emblem of two fishes facing each other was adopted by the Sheikhs of Lucknow and patronised by the Nawabs and the English. It was built by Burhan ul Mulk. The Bhawan comprised of number of buildings and existed as a fort. with vaulted halls with arches.
- **Noor Baksh** - The building is still in Lal Bagh area next to the Methodist Church and now known as Noor Manzil. It houses a psychiatric clinic for the mentally disturbed. It was believed to be built by Saadat Ali Khan as a school for royal children while others say Agha Mir, the Prime Minister was its owner. Rafi us Shan, son of Muhammad Ali Shah made this his residence till the end of Nawabi rule.
- **Satkhandah Mahal** - Nawab Muhammad 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.
- **Saddat Ali Tomb** - In front of the famous Begum Hazrat Mahal park are the tombs of Saddat Ali and his Begum Khurshidzadi. These tombs are built in the Italian style and are marvels of architecture. The tombs were built by Gaziuddin Haidar, the son of Saddat Ali. The lush green lawns around the tomb were witness to fierce rebel fighting at the time of the 1857 revolt.
- **Sikanderbagh** - This was the summer house of Nawab Wajid Ali Shah. Situated in the Sikander Bagh Gardens, gets its name from Begum Sikander Mahal who was the favorite wife of the Nawab. It was 120 square yards in area surrounded by a high wall, with a summer house in its centre. The garden now houses the National Botanical Research Institute of India.
- **Moti Mahal** - The Pearl Palace as the name suggests was constructed for the Nawab and his courtiers to watch cock fights from its balconies. Cock fights are still prevalent in Old Lucknow.

Kothis

- **Kabooter wali Kothi** - was built by Wajed Ali Shah for keeping the royal pigeons which were about two lakh in number. The building still stands to the east of the University bridge and is known as Oel House. The pigeons were often bought from the common people and gold and silver rings were put on their legs to distinguish them as royal pigeons.
- **Tehri Kothi** - is where Gandhi Memorial Trust and UP Roadways depot has now been built. Prince Jawan Bakht the eldest son of Emperor Shah Alam stayed here on the way to Banaras when sent on exile after attacking English official, Charles Brown. It later on housed government offices of Nawabs.
- **Bibiapur Kothi** - is about a mile to the south-east of Dilkusha. The two-storeyed building was built under the direction of General Claude Martin for Nawab Asaf-ud-daula who often stayed there and used it as a hunting lodge. At 1798 he summoned Saádat Ali Khan from Benaras and welcomed him with an impressive durbar at Bibipur before taking him in procession to the city where he was proclaimed Nawab.
- **Hayat Baksh Kothi** - Government House stands on the site of the original Hayat Baksh Kothi. It was built during the reign of Nawab Saádat Ali Khan between 1793 and 1814. Around 1856, it became the residence of the Commissioner of Lucknow, and was known as Banks House. The first commissioner was a Major Banks after whom the Major Banks Road gets its name.
- **Begum Kothi** - It is on the left hand side of the Hazrat Ganj, coming from the Cantonment. Till 1932, the house including a large group of buildings huddled round the central one was used as General Post Office. The Begum Kothi was built by King Amjad Ali Shah as a palace for his Queen, Malka Ahad Begum.
- **Tara Kothi** - built by Nasiruddin Haider, was supposed to be an astronomical laboratory. The construction started during 1832 under the supervision of Captain Herbert, the engineer and the contractor was Raja Bakhtawar Singh. Once constructed, it was managed by Colonel Wilcox, the royal astronomer and two Indians, Kali Charan and Ganga Prashad.
- **Toopwali Kothi** - is between Chini Gate and Awadh Gymkhana Club on Laxmi Bai Marg. Here a gun was mounted by the rebels which created havoc with the English forces since it was covering upto Khurshid Manzil (La Martiniere Girls School).

Places to visit

- **Kaiserbagh** - is Wajed Ali Shah's most magnificent and spacious contribution to Lucknow. This sprawling complex consisted large, medium and small structures in the form of large rows of living quarters, royal mansions, baradaris, and cupolas. Almost half of the Kaiserbagh has withstood the vagaries of the time and has somewhat survived. Few important structures comprising Kaiserbagh are:
 - **Jaloo Khana** - It was a massive gate on the northern side where Awadh Gymkhana is located now.
 - **Lakhi Gate** - At the end of China Bazar with built-in quarters on the top.
 - **Huzur Bagh** - This was the royal garden surrounded on three sides by the king's apartments. The main building was Shahenshah Manzil which faced the south. It is one of the buildings which now stands in front of the Lucknow Development Authority office.
 - **Chandiwali Baradari** - This Baradari was near Huzoor Bagh. It was the Baradari where Prince Brijis Qadar was installed on the royal throne on 12th July 1857.
 - **Wazir Manzil** - This was behind Shahenshah Manzil which was used as the 'reception' for waiting courtiers and visitors.
 - **Lanka** – now Amir ud Daula Library
 - **Patthar wali Baradari** - now Bhatkhande University
 - **Sufaid Baradari**
 - **Maqbara Amjad Ali Shah** - located towards western end of Hazratganj
- **Picture Gallery** –Not far from the clock tower is the picture gallery which has a collection of contemporary oil paintings of the Nawabs of Avadh. A little pond in front of the gallery has both hot and cold water in it.
- **Aminabad** - is in old Lucknow. It's a market with an old-world charm. Crowded with shops selling everything from truck tyres to mouthwatering biryani, it has the look of a permanent fair.
- **Hazratganj** - was built by Amjad Ali Shah. He was buried at Imambara Sibtainabad in the western part of Hazratganj.
- **Charbagh station** - Overpowering in dimensions yet aesthetically designed, Charbagh Railway Station was built in 1914 and combines the best of Rajasthani and Mughal architecture. True its name, it is said that four gardens were here at the time of the Nawabs. It gives an ideal, traditional warm welcome to every visitor.

Parks and Gardens

- **Gautam Buddha Park** - Situated in between the Bara Imambara and the Martyrs Memorial, this park has been a recreation ground for children. Rides, similar to those in the Appu Ghar of Delhi, are a big draw. Also used by political parties to hold rallies now. Nearby is the Elephant or the Hati Park, another recreation park. The lemon park or the Nibu Park of the Bara Imambara is also very popular.
- **Zoo** - Four km from the Charbagh station is the Lucknow Zoo or the Prince of Wales Zoological Gardens. The zoo comes under the Banarasi Bagh area. This Zoo, constructed in 1921, also has a museum, an aquarium and a toy train. The plane Rajhans used by Pt. Jawarharlal Nehru is also kept in the zoo.
- **Chini Bazaar** - Its existence is till remembered as an entrance to Qaiser Bagh. It was an exclusive market where

English and Chinese merchandise were sold. Chinese jade and clay pottery along with glass items of decorations were the special attractions. There was also a garden in front of the gate, of the same name, extending upto Tara wali Kothi. The present triangular garden between Laxmi Bai Marg and K D Singh stadium is the remnants of that garden.

Excursions

- **Kukraila** – another picnic spot like Musa Bagh, 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 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.

FAIRS & FESTIVALS

- **Shi'ite Muharram** celebrations (the date varies from year to year) are also observed with much fanfare. Profusely decorated taziyas (bamboo and paper replicas of the martyr's tomb), embellished with gilt and mica are carried through city streets. Mourners beat their breasts lamenting and grieving over the murder, accompanied by drum beats. Wrestlers and dancers enact scenes depicting the battle at Karbala and at each step young men beat their breasts crying "Husain! Husain!" in collective sorrow.
- This tragedy is observed with great passion in Lucknow, in particular, as it is the centre of Shia culture and religious activities, and accordingly a large number of taziyas and the alams (standards of Hazrat Imam Hussain's army) are taken out all over the city. In places other than Lucknow, the taziyas are taken out and buried in the local burial ground known as the Karbala.
- **Lucknow Mahautsav**, a 10-day program begins on the 25th November and ends on the 5th December. Processions, kathak, gazals and sitar recitals evoke the old-world charm. A brilliant showcase of the arts, crafts, and above all the heavenly cuisine of Awadh, the festival is a once-in-a-lifetime experience.
- **Deva Mela** - The annual urs of Haji Waris Ali Shah is celebrated during Oct. - Nov. months at Deva 10 km. from Barabanki. This fair attracts pilgrims from as far as Pakistan and the Middle East Countries. The shrine of the Sufi Saint is much revered by Muslim pilgrims all over the world

EXISTING TOURIST PROFILE

5.31 The existing foreign tourist profile at Lucknow is presented below:

Foreign Tourists

Tourists Arrival

5.32 The foreign tourist arrival in the Lucknow and surrounding areas is as follows:

	1997	1998	1999	2000	Growth
Lucknow	9661	18534	23353	9158	-2%
Hardoi		4			
Lakhimpur	964	1348	1088	1633	19%
Sitapur				2	
Rae Bareilly				7	
Unnao		19	28		
Hargaon					
Golagapurnath					
Dudhwa	120	98	108	54	-23%
Nimsar				2	
Kanpur	2272	1579	1670	1672	-10%
Kanpur (Dehat)	79	85	96	107	11%
Bithoor		45	40	48	
Kan					
Sankisa	2600	2818	3116	3227	7%
Kannauj	92	121	129	112	7%
Total	15788	24651	29628	16022	0%

- The number of visitors to Lucknow for tourism purpose could be a high proportion of total visitors. There has been increase in number of visitors to Dudhwa / Lakhimpur.
- Sankisa, a Buddhist site is also receiving a large number of foreign tourists
- Visitors to Kanpur are more likely to be for business purpose as there are hardly any sites popular destinations for foreign tourists

Seasonally/ Length of stay

Month	Numbers	Bed Days	Average stay	% numbers
Jan-01	1162	670	0.58	18%
Feb-01	1288	1266	0.98	20%
Mar-01	1313	943	0.72	20%
Apr-01	366	330	0.90	6%
May-01	293	406	1.39	5%
Jun-01	262	326	1.24	4%
Jul-01	215	268	1.25	3%
Aug-01	381	374	0.98	6%
Sep-01	256	288	1.13	4%
Oct-01	410	159	0.39	6%
Nov-01	193	239	1.24	3%
Dec-01	369	207	0.56	6%
Total	6508	5476	0.84	100%

Source: UP Tourism (as collected from Hotels)

- 75% of tourist arrivals are in the months of October to March
- Low than 1 bed days imply that Lucknow is just a few hours destination and is a transit to other destinations

Nationality

Name of the Country	Numbers	Bed days	% numbers
UK	513	476	8%
France	184	162	3%
Italy	54	57	1%
Canada	85	82	1%
Pakistan	62	77	1%
USA	523	414	8%
Germany	231	208	4%
Malaysia	62	42	1%
Australia	429	439	7%
Switzerland	57	57	1%
Bangladesh	71	41	1%
Sri Lanka	95	76	1%
Japan	116	117	2%
Saudi Arabia	13	19	0%
Singapore	30	32	0%
Iran	1	1	0%
Others	3982	3176	61%
Total	6508	5476	100%

- UK, USA, Australia and Germany send the maximum number of tourists

Domestic Tourists

5.33 The domestic tourist arrival in the Lucknow and surrounding areas is as follows:

	1997	1998	1999	2000	Growth
Lucknow	476579	493824	523807	485087	1%
Hardoi	8124	1218	4411	4693	-17%
Lakhimpur	5220	8705	11566	6446	7%
Sitapur	2402	2056	2448	4790	26%
Rae Bareilly	210884	198858	204588	4372	-73%
Unnao	12674	1780	2038	4297	-30%
Hargaon	3685	4854	5486		-100%
Golagapurnath	161284	114312	115455	116955	-10%
Dudhwa	4218	5482	6132	3288	-8%
Nimsar	198272	199812	216678	3053	-75%
Kanpur	120158	116097	109143	99700	-6%
Kanpur (Dehat)	2640	3260	13672	14216	75%
Bithoor	62512	65691	66329	68711	3%
Kan	3885	4253	5160	5972	15%
Sankisa	22692	25540	26332	28575	8%
Kannauj	40270	45055	46129	48521	6%
	1335499	1290797	1359374	898676	-12%

Source: UP Tourism

- On an average atoms 14% of visitors to Lucknow are expected to be tourists. This assumes that any tourists to Lucknow will visit Residency.

	1997	1998	1999	2000
Visitors to Residency	81933	92876	144346	28566

Source: Ministry of Tourism

- Tourists to Lakhimpur / Sitar tourists are most likely to be visitors to Dudhwa (15 to 20,000) per annum
- Visitors to Kanpur are more likely to be for business purposes
- All other sites are primarily pilgrims

Origin of domestic tourists in Lucknow

5.34 Most of the domestic visitors to Lucknow are from UP or Delhi. Out of the people coming from outside UP more than 43% come from Delhi 22% of West Bengal and 10% from Bihar.

Name of the State	%
AP	3%
West Bengal	22%
Bihar	10%
Delhi	43%
Gujarat	3%
Haryana	2%
Himachal Pradesh	1%
Karnataka	2%
M.P.	5%
Punjab	4%
Rajasthan	3%
Tamil Nadu	2%

ACCESSIBILITY

5.35 Lucknow is the main access point for the Awadh region. However, most visitors are in Lucknow for business purposes.

Local Transport

5.36 Taxis, buses, cycle, rickshaws, tempo service available.

Rail

5.37 The trains to Lucknow from major cities are as follows:

North	South	West	East
New Delhi <ul style="list-style-type: none">• 13 trains	Bangalore <ul style="list-style-type: none">• 1 train	Mumbai <ul style="list-style-type: none">• 3 trains	Kolkata <ul style="list-style-type: none">• 6 trains
Agra <ul style="list-style-type: none">• 4 trains but slow & crowded	Chennai <ul style="list-style-type: none">• 2 trains (2 & 4 times a week)	Bhopal <ul style="list-style-type: none">• 5 trains	Patna <ul style="list-style-type: none">• 7 trains
Jaipur <ul style="list-style-type: none">• 2trains(1weekly)	Hyderabad <ul style="list-style-type: none">• 1 train (thrice)	Ahmedabad <ul style="list-style-type: none">• 2 trains	Allahabad <ul style="list-style-type: none">• 3 trains
	Trivandrum <ul style="list-style-type: none">• 1 train (5 times)		Varanasi <ul style="list-style-type: none">• 20+ trains

- Connectivity from Delhi, Varanasi, Kolkata and Patna is good
- Lack of good connectivity with important tourist gateways like Jaipur and Agra
- Poor connectivity with South India

Road

5.38 The following Highways pass through Lucknow.

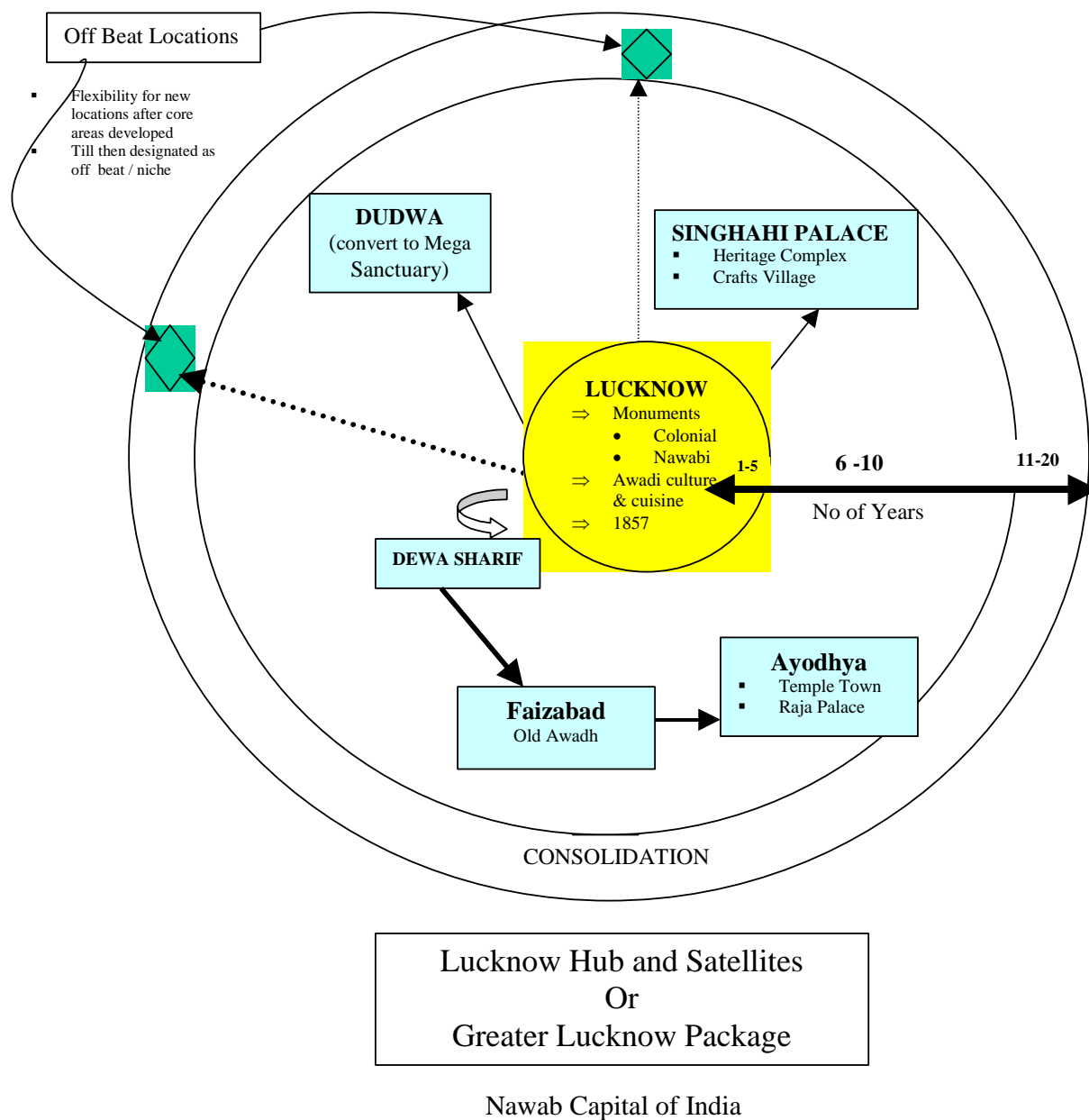
NH No.	Route	Total distance
National Highways		
24	Delhi - Bareilly - Lucknow	438
25	Lucknow - Kanpur - Jhansi - Shivpuri	352
56	Lucknow –Varanasi	285
28	Junction with NH - 31Near Barauni - Muzaffarpur - Pipra - Kothi - Gorakpur - Lucknow	570
State Highways		
34	Lucknow-Sultanpur-Azamgarh-Ballia	316
40	Lucknow-Mohaam-Bagamau-Nanamau-Billhiore-Bela- Etawah	213

- Lucknow has good road connectivity with Delhi, Gorakhpur, Varanai
- NH 28 is a good road leading to the Buddhist sites

Air (daily flights)

5.39 There are 3 flights from New Delhi, 1 flight from Mumbai, 1 flight from Patna, 1 flight from Kolkata, 1 flight from Varanasi. Inferences in context:

- The frequency of connection is less than that of other major metropolitan centres such as Delhi, Mumbai, Calcutta, and Chennai
- No direct linkage with the key northern/central Indian tourism destinations having an airport, namely Agra and Khajuraho
- Weak/no direct linkage with the Southern states and centres: Chennai, Bangalore, Hyderabad



6.00 JHANSI HUB & SATELLITE BASED CIRCUITS

{This chapter covers Points no. iv,vii,viii,ix,xi,xxi, of the Guidelines}

INTRODUCTION

6.01 This chapter constitutes the following:

- Positioning of Jhansi as a Hub
- Defining Circuits
- Select highlights of attractions
- Strategic issues
- Proposed projects
- Background information
 - * Tourism traffic and accessibility assessment

6.02 Bundelkhand area consists of six districts in UP and 12 districts in MP. The area has a large number of historical sites from ancient period to the independence movement.

POSITIONING OF JHANSI AS A HUB

6.03 Jhansi is a city that can become a hub for the entire Bundelkhand belt in UP. However this is not possible in the short term. In the short run for the development of Jhansi as a hub the focus should be on leveraging on the tourist flow to Khajuraho and as a transit tourist destination. Hence during this period, Khajuraho would (in terms of ground reality) be the de-facto tourism hub.

6.04 The suggested satellite nodes are:

Location	Distance From Jhansi
Jhansi & surrounding areas	80 kms radius
Deogarh	123 kms
Mahoba	140 kms
Chitrakoot	274 kms
Banda	200 kms

6.05 The strategic positioning of Jhansi and the Bundelkhand belt in a phase wise manner is presented as follows:

Phase 1 (0 to 5 years)

6.06 Bundelkhand's current standing in tourism (besides the pilgrimage of Chitrakoot) is extremely limited. Further most of the sites are not yet ready for enhanced tourism promotion and require considerable improvement for the same. The nearest popular site

is Khajuraho which attracts around 2 lakhs tourists per year out of which around 55,000 (@ 150 per day) are estimated to come by flight. Since Jhansi is the most popular gateway to Khajuraho (Khajuraho has no rail link) around 1.5 lakhs tourists go to Khajuraho via Jhansi.

6.07 It is important to attract these tourists to other attractions since at present most tourists follow the following itinerary



**Orchha has a well maintained / restored palace (restored by MP Archaeology) with good tourism facilities (restaurants, toilets etc.)*

6.08 Although the distance from Jhansi to Khajuraho in UP is around 70 kms there are potentially good sites like Barwa Sagar Fort/ Lake, Jarai Ka Math and Kamla Sagar en-route. Therefore it is recommended that these sites along with attraction in Jhansi town be developed in the first phase (0-5 years). It is also important that these developments be implemented at the earliest as there are plans to link Khajuraho by rail. Similarly the preliminary development of Mahoba, just 60 kms north east of Khajuraho should also be accorded priority.

6.09 The other sites that can be developed in phase 1 are:

- Deogarh temples restoration
- Restoration of endangered monuments in Mahoba / Ganeshbagh, Chitrakoot
- Development of Paricha dam, Matatila Dam & Sukhwa Dukhwa Dam should also be done in phase 1 given their popularity among Jhansi local town peoples.
- Continued restoration in Kalinjar and other sites
- Improvement of access roads to various sites in Chitrakoot.
- Co-ordination with MP tourism for development of long term plan for Chitrakoot

Phase 2 (6 to 10 years)

6.10 The second phase is expected to consolidate the expected increase in tourist traffic in phase 1. It is expected that Jhansi itself would be able to develop into a tourism hub by that time. Therefore the development efforts are recommended for extension into other surrounding areas of Jhansi. These include:

- The attractions on NH 25 to Kanpur should be developed in this phase.
- Similarly various sites on the DR Erich Gursarai road should also be developed.
- Development of a heritage city in Gorakhgiri Hills area.
- Kalinjar Fort is also to be developed in a big way by promoting it as a destination for visitors in / from Allahabad.

Phase 3 (11 to 20 years)

6.11 In the phase 3 the interior areas of Banda & Chitrakoot should be developed. The projects in this phase will develop these areas and consolidate the gains of phase 1 and 2.

DEFINING SHORT-MEDIUM AND LONG TERM CIRCUITS

6.12 The following are the proposed circuits in the context of the outlined priorities :

1-5 years	<i>Mainstream:</i>	Jhansi city- Barwa Sagar - Deogarh- Matatila Dam- Kalinjar Fort
	<i>Offbeat/Niche:</i>	Kamla Sagar Dam—Sukhwa Dukhwa Dam– Talbehat
6-10 years	<i>Mainstream:</i>	Consolidation of the above
	<i>Offbeat/niche:</i>	Samthar – Erich – Todi Fatehpur- Mahoba
11–20 years		Chitrakoot – Banda - Kalpi
		Consolidation of the above

Also refer to exhibit 6.1 at the end of the chapter for Jhansi hub tourism projects for the 3 phases

SELECT HIGHLIGHTS OF ATTRACTIONS

Jhansi

Tourism Attractions

6.13 There are several attractions in and around Jhansi. These attractions are in the districts of Jhansi, Jalaun and Lalitpur. They have the potential to be developed as daytime excursions from Jhansi. It is to be noted that only attractions in UP have been discussed.

Jhansi

6.14 Jhansi city has several destinations of tourism interest. Most of them are important historical / cultural sites.

Name	Accessibility	Nature of tourism	Present Status
Jhansi Fort	<ul style="list-style-type: none"> * Located in the city. * Access road fine 	Historical	<ul style="list-style-type: none"> • Fort has defaced walls • Interiors pathways are not clean • Restoration work still pending • Daily ticket sales (@Rs.5 per person) 500-600 during season
Rani Jhansi Park	<ul style="list-style-type: none"> • Located in the city • Access road fine 	Nature/ Scenic beauty	<ul style="list-style-type: none"> • No visitors (only during Jhansi feast.) • In bad shape (no grass)
Rani Mahal	<ul style="list-style-type: none"> • Located in the city • Crowded access road • Limited parking space 	Historical	<ul style="list-style-type: none"> • ASI office premises • Mostly old statues are stored • A hall in the first floor is open • In bad shape • 30-40 visitors per day maximum
Laxmi Lake/ Gangadhar Rao Chattri	<ul style="list-style-type: none"> • Access road fine 	Historical Nature/ Scenic beauty	<ul style="list-style-type: none"> • Recently cleaned through shram dan • Local visitors
Gajrabai Ka Makhbara	<ul style="list-style-type: none"> • Access road bad 	Historical	<ul style="list-style-type: none"> • In bad shape (located in a gali) • Nothing special about the place

- Potentially good attractions however, most of them are in very poor condition

Around Jhansi (enroute to Samthar on NH 25, DR 31B Jhansi)

6.15 These historical sites located on these routes are not located particularly on a tourism route to Kanpur.

Name	Accessibility	Nature of tourism	Present Status
Kanariya Devi	<ul style="list-style-type: none"> • 6 kms from Jhansi • Hill on back of Univ 	Religious/ Historical	<ul style="list-style-type: none"> • Entrance from university – on the mountain top
Garhi Dighra	<ul style="list-style-type: none"> • 10 kms from Jhansi 	Historical	<ul style="list-style-type: none"> • No visitors presently • Owned by a private party • Proposal to set up a heritage hotel.
Parichha Dam	<ul style="list-style-type: none"> • 2 km access from main road • 22 kms from Jhansi 	Nature/ Beauty	<ul style="list-style-type: none"> • A reservoir of water (could be developed as a park for local sightseeing) • Local visitors
Ammragarh Fort	<ul style="list-style-type: none"> • 48 kms from Jhansi 	Historical	<ul style="list-style-type: none"> • Is also under private ownership

Badwar Jheel	<ul style="list-style-type: none"> Access road needs to be improved 	Nature/ Leisure	<ul style="list-style-type: none"> Can be developed as a picnic destination No visitors
Samthar Fort	<ul style="list-style-type: none"> Road good till Moth & OK thereafter Access road 3 kms filthy and dirty No good Road connections to Khajuraho 	Historical Nature/ Scenic Beauty	<ul style="list-style-type: none"> In relatively good condition A portion planned to be converted to a heritage hotel Not on a tourism route (on Kanpur road). Under the control of the ex ruler No visitor (residence of former ruler)
Erich	<ul style="list-style-type: none"> 70 kms from Jhansi 2 to 3 kms access road to the town is bad 	Historical	<ul style="list-style-type: none"> Has old monuments of Mughal period An old Hanuman figure Believed to be Prahalad's birthplace No visitors
Todi Fatehpur	<ul style="list-style-type: none"> 20-30 km from NH76 Todi Fatehpur to Tahrauli 10 kms road is broken down 	Historical	<ul style="list-style-type: none"> Fort in highly dilapidated condition. Access road to be developed This is in private hands No visitors

- Most attractions in bad condition and a considerable effort is needed to make them tourism friendly
- Parichha dam is the most easily developable

En route to Deogarh (NH 26, DR 39B Jhansi Zone)

6.16 A large number of important sites are located on this route.

Name	Accessibility	Nature of tourism	Present Status
Sukhwa Dukhwa Irrigation	<ul style="list-style-type: none"> 55 kms from Jhansi Access road is fine 	Nature/ Leisure	<ul style="list-style-type: none"> A picturesque location can be developed as a picnic spot Limited visitors
Matatila Dam	<ul style="list-style-type: none"> Road is fine 	Nature/ Leisure	<ul style="list-style-type: none"> Good garden (only one refreshment centre) Maintained by UP Irrigation Does get a few visitors

Name	Accessibility	Nature of tourism	Present Status
Talbehat Fort	<ul style="list-style-type: none"> 45 kms from Jhansi On NH 26 Jhansi Lalitpur road 	Historical/ Nature/ Leisure	<ul style="list-style-type: none"> A good fort close to a lake No visitors

- Matatila Dam is a fairly developed site
- Sukhwa Dukhwa Dam is a promising destination but some tourism related facilities need to be developed
- Similarly Talbehat Fort is also a very promising site, however is devoid of any tourism related facilities

Deogarh

6.17 Deogarh is an important Jain shrine but besides the old Jain temple it also has an old Vishnu temple and a picturesque river island on the Betwa river.

Name	Accessibility	Nature of tourism	Present Status
Jain Temples	<ul style="list-style-type: none"> 90 kms from Jhansi to Lalitpur road (NH 26 is good). Lalitpur to Deogarh 33 kms (SH) is bad in patches 	Historical / Archaeological	<ul style="list-style-type: none"> Pathway for going to the smaller Jain temples (Virahamandir Varah temple, rock cut cave - Siddha-ki-Gufa, Rajghati and Naharghati etc.) improper The temples are under a Jain trust
River Island	<ul style="list-style-type: none"> Around 1 km from the Jain temples 	Nature/ Leisure	<ul style="list-style-type: none"> A very good site
Dasavatar Temple (Gupta period)	<ul style="list-style-type: none"> Access road is fine 	Historical / Archaeological	<ul style="list-style-type: none"> Vishnu temple needs to be developed restored & developed

- It is to be noted that Jhansi is the gateway for Deogarh (fewer trains stop at Lalitpur)
- Historical / Archaeological sites need to be restored
- River island can be developed into a good picnic site

En route to Khajuraho/ Chitrakoot (NH 76)

6.18 There are several sites of tourist interest around this road. These sites can attract since already a large number of tourists go through this road to Khajuraho.

Name	Accessibility	Nature of tourism	Present Status
Barua Sagar Lake / Fort	<ul style="list-style-type: none"> 24 kms from Jhansi Access road of about 300-400 meters is bad 	Historical / Archaeological / Nature	<ul style="list-style-type: none"> A good spot for tourism Fort is alright Not many visitors No amenities around the fort
Jarai Math	<ul style="list-style-type: none"> On NH 76 to Khajuraho/ Chitrakoot 	Historical / Archaeological	<ul style="list-style-type: none"> In good condition Under ASI control No amenities Not many visitors
Kamla Sagar Dam	<ul style="list-style-type: none"> A 5 km long road through Mauranipur town (enroute to Tikamgarh) is bad and congested 	Nature/ Leisure	<ul style="list-style-type: none"> This is a UP irrigation project but is not really developed There is also a monument closeby A good place for a garden

- Barwa Sagar Lake / Fort can be developed as located close to the highway
- Kamla Sagar Dam is located slightly away from the main road and requires a lot of effort to develop this site

Mahoba

Tourism Attractions

6.19 Mahoba has got a few historical sites. These sites are discussed below:

Name	Accessibility	Nature of tourism	Present Status
Madan Sagar	<ul style="list-style-type: none"> Non-existent road from police lines colony to Sun temple, Rahila Sagar & Karkarmath, Madan Sagar 	Historical/ Archaeological	<ul style="list-style-type: none"> No awareness among the locals + lack of signage Few visitors
Karkarmath temple	<ul style="list-style-type: none"> The temple is in the middle of the lake and is not accessible 	Historical / Archaeological	<ul style="list-style-type: none"> Bad surrounding (dirty lake) Few visitors
Rahila Sagar	<ul style="list-style-type: none"> Unmotorable 2 km road 	Historical / Archaeological	<ul style="list-style-type: none"> Rahila Sagar has no water Not developed at all Few visitors
Sun temple	<ul style="list-style-type: none"> Unmotorable 2 km road 	Historical / Archaeological	<ul style="list-style-type: none"> Very poorly maintained site Few visitors
Vijay Sagar Pakshi Vihar	<ul style="list-style-type: none"> 5 km from Mahoba on Banda road 	Historical / Archaeological	<ul style="list-style-type: none"> Lake is there in this bird sanctuary

Name	Accessibility	Nature of tourism	Present Status
Charkhari	<ul style="list-style-type: none"> About 20 kms from Mahoba 	Historical / Archaeological	<ul style="list-style-type: none"> The fort has an army cant. Has a good lake Talkothi – An old building

- The sites are mostly historical but in a very bad state
- Considerable improvement required to develop the sites into tourism sites

Banda

Tourism Attractions

6.20 Banda has got a few historical as well as religious sites. These sites are discussed below:

Name	Accessibility	Nature of tourism	Present Status
Bameshwar temple	<ul style="list-style-type: none"> Situated on a hill Access from alleys of town Road access poor but good stairs (also lighted) 	Religious	<ul style="list-style-type: none"> A rope way project from the other side could be possible Local visitors
Nawab Palace remains	<ul style="list-style-type: none"> No direct access but close to road across the railway line along Banda Mahoba road 	Historical	<ul style="list-style-type: none"> A good place along the Ken river but in ruins No visitors
Kalinjar Fort	<ul style="list-style-type: none"> Access road under construction Poor road from Nariani to Kalinjar (20 kms) Kalinjar – Naraini – Atarra – Chitrakoot road needs imp. Bad long stretch till Attarra Good connectivity could improve the potential 	Historical / Archaeological	<ul style="list-style-type: none"> A unique place Still during season only around 50-60 people per day Most places are under development

- Kalinjar is a promising site and is already under development
- However, Kalinjar is pretty far from Jhansi (~250 kms) and closer to Allahabad (~150 kms) so it might be difficult to attract tourists to this sites
- Nawab Palace at Banda is also a good site but needs lot of improvement. However it will be difficult to attract tourists to this area

Chitrakoot

Tourism Attractions

6.21 Chitrakoot is a major Hindu religious town. A large number of attractions in Chitrakoot are in Madhya Pradesh. The various important sites are discussed below:

Name	Accessibility	Nature of tourism	Present Status
Chitrakoot Dham	<ul style="list-style-type: none">• Access road to the ghats is very poor	Religious	<ul style="list-style-type: none">• Drainage into the river Mandakini from a drain on the UP/ MP border• Ghats could be improved• Most of the places fall under MP• Large number of visitors
Bharat Koop	<ul style="list-style-type: none">• Access roads could be improved• On NH 76	Religious	<ul style="list-style-type: none">• Looks of a village temple• Good number of visitors
Ganeshbagh city		Historical / Archaeological	<ul style="list-style-type: none">• High potential area• Monument needs to be developed• Could be developed as a resort• No visitor

- Most sites are located in MP and tie up with MP Government is critical to develop the area
- Most of the sites are dirty
- Ganeshbagh is a promising site however it has to be restored and developed for tourism

PROPOSED PROJECTS

6.22 The projects in the various phases are as follows:

Phase 1 (0 to 5 years)

City/ Site	Projects
Jhansi	
Jhansi Fort:	Restoration, Lighting, Cultural Programs Facilities, Signage ,Parking / Amenities, Landscaping
Rani Mahal	Restoration
Rani Jhansi Park	Landscaping
Jhansi outskirts NH 25 to Kanpur	
Parichha Dam	Amenities, Water Sports
Erich	Monument Conservation

City/ Site	Projects
Todi Fatehpur Ford	Restoration/ Beautification
Jhansi outskirts NH 26 to Lalitpur	
Sukhwa Dukhwa	Amenities Camping
Matatila Dam	Further Beautification
Talbehat	Access Road
Talbehat	Fort Restoration
Talbehat lake	Development
Deogarh	
Deogarh Jain Temples	Restoration, Landscaping, Pathways
Deogarh: Dasavtar temple	Restoration Landscaping
Jhansi outskirts NH 76 to Khajuraho	
Barua Sagar Fort Lake	Restoration, Boating, Parking Access Road
Jarai Math	Amenities
Kamla Sagar Dam	Landscaping Access Road
Chitrakoot	
Chitrakoot Dham	Road Improvement Tourism Development Plan
Chitrakoot: Ganeshbagh	Monument Restoration
Mahoba	
Mahoba: Rahila Sagar sun temple	Restoration
Mahoba: Karkarmath temple	Restoration
Mahoba: Other monuments	Restoration
Mahoba:	Gorakhgiri Development Plan
Banda	
Kalinjar Fort	Development Plan Implementation
Attarra -Naraini (40kms)	Road Improvement

Phase 2 (5 to 10 years)

City/ Site	Projects
Jhansi	Marketing, Community Sensitisation
Jhansi outskirts NH 25 to Kanpur	
Kanariya Devi	Access Road (1 Km)
Ammrargarh Fort	Heritage Hotel
Badwar Jheel	Beautification
Samthar Fort:	Heritage Hotel/ Tourist Complex
Erich	Beautification Access Road
Todi Fatehpur Ford:	Landscaping, Access Road

Deogarh	River Island Development
Chitrakoot	
Chitrakoot:	River Cleaning Project Bharat Koop Beautification, Ganeshbagh Access Road
Mahoba	
Mahoba: Gorakhgiri	Gorakhgiri Development Plan Implementation
Mahoba: Vijay Sagar Pakshi Vihar	Development
Charkhari lake	Boating, Talkothi Development, Amenities
Banda	
Kalinjar Fort	Development Plan Implementation
Jalaun	Development

Phase 3 (10 to 20 years)

City/ Site	Projects
Chitrakoot	Tourism Development plan
Mahoba	Gorakhgiri development plan implementation
Banda	
Bameshwar temple	Alternate access road
Nawab palace remains	Beautification

Special Tourism Train Project

6.23 In addition to the above, there is one special project that is not site specific, cuts across sties.¹ This is a special tourist train project for primarily focussing on, highlighting, and popularising the Bundelkhand region by providing strategic linkages and providing a “countermeasure” to limitations in connectivity, infrastructure, and communications. Other main components:

- Broad route points: Delhi- Agra-Jhansi-Mahoba-Kajuraho-Chitrakoot; subsequently for extension to Allahabad and Varanasi.
- Self-contained tourist train (7~10 coaches) covering transportation, accommodation, all meals, theme evenings, sightseeing, and guides etc.
- In addition to the regular/established/conventional tourism destinations, the train project can further augment lesser known attractions (examples: Stone age caves near Chitrakoot, “Gupt Godavari Caves” which offers a “wade walk through water within the caves” as a unique tourism experience etc.)

¹ This has been under consideration by UPT, Indian Railways, as also the Planning Commission in the form of various alternatives as also private agencies which are being engaged for independent feasibility assessment/studies. The project concept has been given the theme title of Ganga Heartland Train Project by UPT.

- Overall the project is intended to re-kindle interest in our cultural heritage of Medieval India and to a certain extent our 1857 Revolutionary heritage.

6.24 The above project intends to promote the UP based Bundelkhand promotion and also Jhansi as a hub by linkages with Delhi, Khajuraho, as also Varanasi /Allahabad. But the project is envisaged for implementation after other basic projects of phase1 and 2 are completed.

BACKGROUND INFORMATION

EXISTING TOURISM SITUATION

- HISTORICAL BACKGROUND BRIEF (Compiled from existing literature)
- DEMOGRAPHIC DETAILS
- POSSIBLE EXCURSIONS AND ANNUAL CULTURAL EVENTS
- TOURISM TRAFFIC
- ACCESSIBILITY ASSESSMENT

Historical background of Jhansi

6.25 Jhansi, the gateway to Bundelkhand, also called **Land Of The Gallant Queen** was a stronghold of the Chandela kings but lost its importance after the eclipse of the dynasty in the 11th century. It rose to prominence again in the 17th century under Raja Bir Singh Deo who was a close associate of the Mughal Emperor Jahangir.

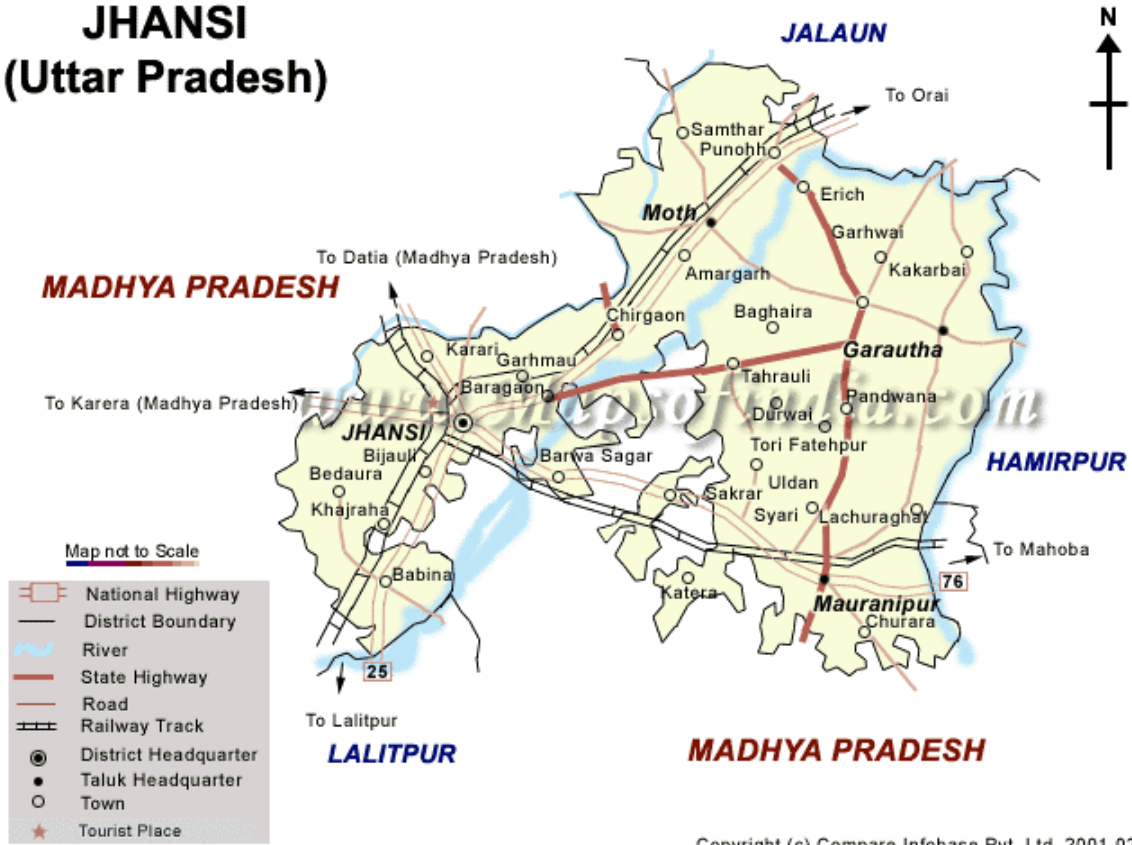
6.26 However, its greatest claim to fame is its fiery queen Rani Laxmibai, who led forces against the British in 1857, sacrificing her life to the cause of Indian independence

6.27 Now adding another dimension to this splendid destination is the Jhansi festival, an annual event scheduled in February/ March each year that displays the arts, crafts and culture of the region.

Demographic details

- Population 17,47,000 (Urban, as per 2001 Census)
- Altitude 211 Metres above sea level
- Area 5024 sq. km.
- Languages: Hindi, English, Bundeli.

JHANSI (Uttar Pradesh)



Jhansi's Glorious Heritage

Jhansi Fort:

- The Jhansi Fort, located upon a rocky hill was built originally by Raja Bir Singh Ji Deo, in 1613. Today, it houses a collection of sculpture and provides an excellent insight into the eventful history of Bundelkhand.

Rani Mahal:

- This was the palace of Rani Laxmibai. A fine collection of sculptures belonging to the period between 9th and 12th centuries A.D. has been housed here by the Archaeological Survey of India.

State Museum:

- The museum has collections of terracotta, bronzes, sculptures, arms, manuscripts, paintings and coins of gold, silver and copper. Weapons, statues, dresses and photographs that represent the Chandela dynasty and a picture gallery of the Gupta period are the highlights.

Other Places of Interest

- Laxmi Tal, Gangadhar Rao-Ki-Chhattri, Shri Kali Temple, Laxmi Bai Park.

Excursions

Mahavir Swami Wildlife Sanctuary:

- Located in Lalitpur in Uttar Pradesh, the Mahavir Wildlife Sanctuary is spread over an area of 5.4 sq. km. The sanctuary is 125 km from Jhansi, the magnificent gateway to the Bundelkhand region, rendered famous by the legendary Rani Laxmi Bai.

Barua Sagar:

- 24 kms from Jhansi, on the route to Khajuraho, Baruasagar is the historic spot where the battle between the Peshwa's troops and the Bundelas was fought in 1744. The place is named after the Barua Sagar Taal, a large lake formed about 260 years ago, when an embankment was erected by Raja Udit Singh of Orchha.

Kalinjar:

- Situated at a distance of 280 km from Jhansi, this town and the fort, which have had strategic importance since the earliest of times, are located in the ancient land of Jejakbhukti, which is an integral part of Bundelkhand.

Parichha:

- Parichha Dam, built on the river Betwa, is about 25 kms from Jhansi on the Jhansi-Kanpur National Highway No. 25. Its reservoir- a placid stretch of water that runs to Notghat Bridge, 34 km away, is ideal for water sports.

Todi-Fatehpur:

- The fort covering an area of 5 acres, is built on a hillock and is surrounded by three massive stone walls. It is divided into 4 main parts- the oldest and the uppermost being Gusain Mahal, the next being 'Ranwas', the third, Rajgarh Palace and the fourth, the Rangmahal Palace, which is a splendid four storeyed building, embellished with paintings on the walls and ceilings.

Samthar:

- Samthar lies at a distance of 66 km from Jhansi and 13 km from Moth. Formerly called Samshergarh, it is now known as Samthar. It was an independent principality under the great Gujjar warriors of the 17th and 18th centuries. Chandrabhan Bar Gujar and his grandson Madan Singh, governors of the state of Datia, are credited with the creation of the independent state of Samthar.

Orchha (M.P.):

- 18 km from Jhansi, Orchha is a city, frozen in time. It was founded in the 16th century by the Bundela chieftain, Rudra Pratap Singh, who built this new capital on a large wooded island, on the river Betwa. Today, remains of the fort and palaces speak eloquently of Orchha's time of glory, of its splendid legacy of art and culture.

Shivpuri (M.P.):

- 101 kms from Jhansi lies Shivpuri, the summer capital of the Scindia rulers of Gwalior. It is located on the main Delhi- Bombay Highway, south of Gwalior. Shivpuri's dense forests were once used by

Mughal emperors as their hunting grounds. Even today, it is famous for its preserved forests, wild animals and natural surroundings.

Datia (M.P.):

- 34 kms from Jhansi, Datia is a railway station on the Delhi-Madras main line. An ancient town, it has been mentioned in the Mahabharat as “Daityavakra”. The main historical monument here is the seven-storeyed palace of Raja Bir Singh Ji Deo, built a top a hill, offering a splendid view, over a lake.

Sonagiri (M.P.):

- 45 kms from Jhansi, this sacred Jain hill lies 3 kms to the north-west of Datia. There are some 77 Jain temples, built along the hill and its slopes, which date back to the 17th century. Of these, the temple dedicated to Chhatranatha, the 8th of the 24 Tirthankaras, is the most beautiful.

CURRENT TOURISM PROFILE

(Ten years past details provided in Appendix X)

6.28 The current tourism profile of Bundelkhand is presented below. This is based on UP Tourism statistics collected from hotels which may or may not be tourists.

Foreign Tourists

6.29 The foreign citizens arrival in the region is as follows:

	1996	1997	1998	1999	2000	% of travel to Jhansi	Growth
Jhansi	5508	5720	5720	8361	9941	100%	16%
Banda	88	76	76	117	120	1%	8%
Kalpi	25	18	28	316	348	2%	93%
Lalitpur	325	1250	1503	1895	2000	20%	58%
Chitrakoot	203	80	385	390	403	4%	19%
Deogarh	295	1200	1366	1445	1600	17%	53%
Kalinjar	76	10	66	71	82	1%	2%
Mahoba	85	38	70	92	121	1%	9%
Charkhari	8	13	25	45	66	0%	69%
Rajapur	16	27	102	115	142	1%	73%
Total	6629	8432	9341	12847	14823		

Source: UP Tourism (as collected from Hotels, sites etc.)

6.30 These statistics have to be seen with respect to the following factors:

- Since the region is not industrially developed it would be reasonable to assume that a vast majority of these people are tourists.
- However, the total number could be large due to the same person travelling to multiple places therefore its is assumed that all people use Jhansi as a gateway and then travel to other places.

6.31 In light of the above following emerges from these tables:

- The growth in foreign traffic in the area has been around 16%
- Over the years number of visitors to Lalitpur / Deogarh have been increasing both in relative as well as absolute terms (Deogarh is the primary attraction but Lalitpur has better facilities for stay) making it the second most important attraction for foreigners
- Besides these the other places attract very few foreigners.

Seasonality/ Length of stay

6.32 The following table shows the number of foreigners staying in Jhansi.

Month	Numbers	Bed Days	Average stay	% numbers
Jan-00	188	210	1.12	10%
Feb-00	207	331	1.60	11%
Mar-00	228	275	1.21	12%
Apr-00	131	165	1.26	7%
May-00	71	89	1.25	4%
Jun-00	50	73	1.46	3%
Jul-00	127	167	1.31	7%
Aug-00	135	158	1.17	7%
Sep-00	139	164	1.18	7%
Oct-00	169	148	0.88	9%
Nov-00	265	251	0.95	14%
Dec-00	205	190	0.93	11%
Total	1915	2221	1.16	100%

Source: UP Tourism (as collected from Hotels)

- The number of tourists is less that the total tourist to Jhansi because of lack of information from all hotels and due to a smaller period of stay of a few hours
- The average length of stay for foreigners is around 1 day.

- As can be expected bulk of the foreign tourist (65%) visit from the months of October to March and 35% visit during the off season. April & May attract the least number of tourists

Nationality

6.33 The nationality wise arrivals of foreign tourists is presented in the table below

Name of the Country	Numbers	Bed days	% numbers
UK	221	273	12%
France	186	138	10%
Italy	76	61	4%
Canada	88	83	5%
Pakistan	0	0	0%
USA	83	94	4%
Germany	107	103	6%
Malaysia	0	0	0%
Australia	71	70	4%
Switzerland	61	78	3%
Bangladesh	0	0	0%
Sri Lanka	0	0	0%
Japan	132	125	7%
Saudi Arabia	0	0	0%
Singapore	1	2	0%
Iran	0	0	0%
Others	889	1194	46%
Total	1915	2221	100%

Source: UP Tourism (as collected from Hotels)

- Most of the tourists are from UK, France, Japan, Germany, USA and Australia

Domestic Tourists

6.34 The arrival of domestic visitors to Jhansi is as follows:

	1996	1997	1998	1999	2000
Jhansi	182200	194500	301709	413631	492611
Banda	86000	90146	115623	163429	72530
Kalpi	68400	69128	78986	120401	149305
Lalitpur	57305	72138	120890	170999	250000
Chitrakoot	270525	274232	354525	2380125	2391687

Deogarh	41205	60449	90741	110110	120400
Kalinjar	85305	87830	130115	140230	148875
Mahoba	69325	150000	210511	223310	248667
Charkhari	120000	120898	151215	163602	181157
Rajapur	55000	59741	80520	91230	95471
Total	1035265	1179062	1634835	3977067	4150703

Source: UP Tourism (as collected from Hotels, Sites etc.)

6.35 These statistics have to be seen with respect to the following factors:

- Most of the visitors to Jhansi are on business trips. If we define Jhansi tourists as visitors to Jhansi fort (ignoring the locals) the total tourist traffic in Jhansi as per the Ministry of Tourism statistics is around 10,000 in 1999 and 12000 in 2000 which is just 2.5% of visitors to Jhansi
- The tourist travel to other places in other cities like Chitrakoot, Banda etc. is almost totally pilgrimage related visitors
- The total number could be large due to the same person travelling to multiple places therefore its is assumed that all people use Jhansi as a gateway and then travel to other places.

Origin of domestic tourists in Jhansi

6.36 Most of the domestic visitors to Jhansi are from UP. Out of the people coming from outside UP more than 50% come from Delhi and MP.

Name of the State	
A.P.	6%
West Bengal	5%
Bihar	3%
Delhi	24%
Gujarat	6%
Haryana	5%
Himachal Pradesh	2%
Karnataka	2%
M.P.	29%
Punjab	7%
Rajasthan	6%
Tamil Nadu	5%

Source: UP Tourism

ACCESSIBILITY OPTIONS

Jhansi

6.37 Jhansi is the main gateway for travel to Bundelkhand. However some portions of eastern Bundelkhand are better accessible from Allahabad. Jhansi is fairly well connected by rail and road to North, West & South India.

Local Transport:

6.38 Tourist taxis, tempos and auto rickshaws that operate on a point to point basis.

Rail

6.39 The trains to Jhansi from major cities are as follows:

North	South	West	East
New Delhi / Agra <ul style="list-style-type: none">• 50 + trains• Most tourists use Shatabdi	Bangalore <ul style="list-style-type: none">• 2 trains at odd times• Few tourists	Mumbai <ul style="list-style-type: none">• 9 trains• Few tourists	Kolkata <ul style="list-style-type: none">• 1 train
Jaipur <ul style="list-style-type: none">• No trains	Chennai <ul style="list-style-type: none">• 7 trains	Bhopal <ul style="list-style-type: none">• 50 + trains• Few tourist	Patna <ul style="list-style-type: none">• No trains
	Hyderabad <ul style="list-style-type: none">• 5 trains		Varanasi <ul style="list-style-type: none">• 1 train

- Connectivity with East is not good
- No connectivity with important tourist gateways like Jaipur
- Excellent train connectivity with Agra

Road

6.40 The following National Highways pass through Jhansi.

No.	Route	Total Length
National Highways		
25	Lucknow - Kanpur - Jhansi - Shivpuri	352
26	Jhansi - Lakhandon	396
75	Gwalior - Jhansi - Chhatarpur - Rewa-Renukut - Garwa - Daltonganj - Ranchi	955
76	Pindwara - Udaipur - Mangarwar - Kota - Shivpuri - Jhansi - Banda - Allahabad	1007
State Highways		
36	Hamirpur – Rath – Gursarai - Jhansi	153

6.41 The most important road from the tourism point of view is NH 76, which is the main route to Khajuraho (till there is a diversion to Khajuraho). While the quality of all highways is good, NH 76 is bad in patches especially around Gurusarai. This implies that:

- Jhansi is the main gateway for travelers to Khajuraho (those who do not come by flight)
- Good road connectivity with North and Central India
- No road connectivity with Jaipur

Air

6.42 There is no air connectivity. The closest airport is at Khajuraho about 140 kms away.

Mahoba

6.43 Mahoba is located around 140 kms from Jhansi. The town has limited rail connectivity (only 2 express trains: Jhansi Allahabad Lokmanya Tilak Express & Varanasi Gwalior Bundelkhand Express) and road connectivity, with Jhansi being the only town from where access is good. However, the town is just 55 kms by road from Khajuraho. The nearest airport is in Khajuraho.

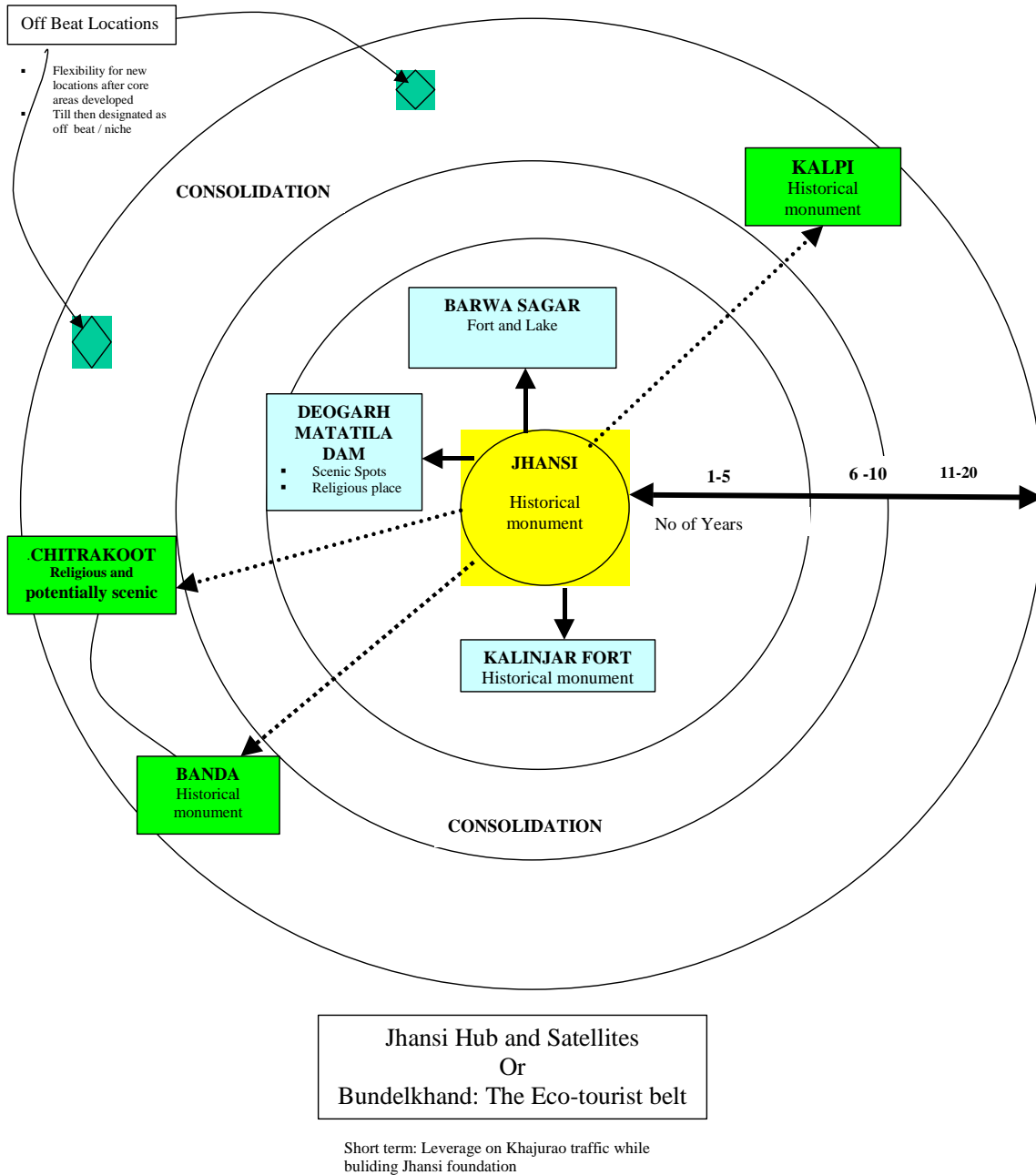
Banda

6.44 Banda is 260 kms east of Jhansi and 130 kms from Allahabad. The town has relatively better rail connectivity (5 express trains: 4 from Allahabad, 2 trains from Jhansi, 1 from Delhi, 1 from Lucknow, 1 from Kolkata & 1 from Varanasi). The road connectivity with Jhansi, Kanpur, Lucknow & Allahabad is good. This town is on the East side of Allahabad and closer to Allahabad than Jhansi. The nearest functional airport is in Khajuraho around 175 kms and Allahabad is the closest airport with non-regular flights.

Chitrakoot

6.45 Chitrakoot is located 270 kms from Jhansi and 130 kms from Allahabad. The town has limited rail connectivity (2 express trains: 1 from Delhi/ Agra & 1 from Lucknow). The road link with Allahabad and Jhansi is good. The nearest airport is in Allahabad around 130 kms.

Exhibit 6.1



7.00 AGRA AND SATELLITE BASED CIRCUITS
{This chapter covers Points no. iv,vii,viii,ix,xi,xxi, of the Guidelines}

7.01 This chapter constitutes the following:

- Positioning of Agra as a Hub
- Defining Circuits
- Specific Locations & sites:
 - * Select highlights of attractions and
 - * Defining project concepts
- Background information
 - * Tourism traffic and accessibility assessment

POSITIONING OF AGRA AS A HUB

7.02 Agra is the most popular tourist destination for domestic and international tourists attracting all categories of tourists. Agra is well connected by road and rail with most parts of the country.

7.03 Agra's captive tourism base, due to the Taj Mahal, can be used to develop/leverage the tourism attractions of the region. Presently Taj Mahal is the main attraction for tourists in Agra and majority of visitors to Taj Mahal do not visit other major sites. This has led to Taj being majorly a daytime destination for tourists. Another reason for low length of stays in Agra is lack of good rail/ road connectivity with Jaipur which leads to most visitors going to Jaipur to go back to Delhi and then proceed to Jaipur in the context of the much promoted "Golden Triangle". Therefore in order to increase amount spent per tourists/increase the average length of stay, all other sites in satellite areas around Agra need to be adequately developed, promoted, and marketed.

7.04 The planned expressway connecting Delhi, Greater Noida and Agra would further improve the attractiveness of Agra as a tourist destination by reducing the travel time between these locations

7.05 The suggested satellite nodes that can be developed around Agra are:

Location	Distance from Agra
• Fatehpur Sikri	about 40 Km
• Sikandra	Within 5 Km from Agra (& within 10 Km from theTaj)
• Patna Bird Sanctuary	about 55 km
• Mathura/Vrindavan	

DEFINING SHORT-MEDIUM AND LONG TERM CIRCUITS

7.06 The following are the circuits in the context of the above :

1-5 years

- Agra city only (Taj, Agra Fort, Itmad-ud-Daulah's Tomb and other adjacent areas)
- Agra- Sikandra

6-10 years

- Agra- Patna Bird Sanctuary
- Agra-Fatehpur Sikri

10-20 years

- Agra- Mathura/Vrindavan
- Greater Noida-Agra-Greater Noida

Also refer to exhibit 7.1 at the end of the chapter for Agra hub tourism projects for the 3 phases

LOCATION-WISE SPECIFICS & PROJECTS

7.07 Based on the above framework, locations /destinations are expressed from the tourism perspective, positioning and required projects.

Agra

7.08 The major monuments are the Taj Mahal and Agra Fort.

Taj Mahal

7.09 Taj Mahal is the best-known monument of country as well as Agra. The site is fairly well maintained and has fairly good access road.

Agra Fort

7.10 Agra Fort is just adjacent to the Taj Mahal along the same side of the Yamuna river.

Concern areas & Issues: Taj Related

Access Road/ Transport

7.11 The access to Taj is by battery operated buses (no vehicles are allowed to operate around Taj) which starts from the parking space about 2 kms from the Taj. The parking

space needs to be developed further as it becomes very crowded and dirty. Even the buses taking the tourists are not upto the international level (as per tour operators' feed back).

Amenities

7.12 There is a problem in getting good quality taxis from railway station and other areas. Further the taxi operators are free to charge any amount.

Other Facilities

7.13 There are no proper facilities like toilets, eateries etc. around the Taj. Further there is no proper system to engage guides when one is not part of a conducted tour.

Concern areas & issues: City of Agra Other Issues

7.14 There are many issues and concerns that serve as a disincentive for the tourist to “stay over” at Agra (for undertaking inner city travel and visiting sites such as Itmad-ud-Daulah's Tomb) such as :

Pollution

7.15 Pollution is a major problem for all the monuments in Agra. The primary source of pollution in the city is vehicular traffic, use of DG sets due to poor power situation, industrial pollution by tanneries and foundries. These problems are being tackled under the Taj Trapezium Scheme (10,400 sq. km around the Taj Mahal, covering 4 districts) which will improve the power situation in Agra and shift all the polluting industries outside Agra.

Poor Civic Conditions

7.16 Agra has very poor civic conditions with dirty roads, lanes and drains. This “puts off tourists” and discourages travel to monuments other than the Taj. The main road that leads to the Taj passes through very busy and dirty stretches in Agra. Further, the Agra Cantt railway station where bulk of the tourists disembark, is also dirty especially at the parking and the entrance.

Locals antipathy to Tourism

7.17 The steps taken to control pollution namely shifting of industries etc. has led to antipathy among the local people about tourism. It is important to explain to the local population segments of the importance of tourism in Agra and the country and offer special re-habilitation packages in the context of their dislocations

Perception of “non-tourist friendly” and overly aggressive nature of tourist guides/ taxis

7.18 The taxi drivers and guides are perceived to charge arbitrary amounts and are not subject to any internal institutionalised code of conduct leading to their short term gains at the cost of longer term opportunity cost of lesser number of tourists.

Select projects

Infrastructure/Connectivity Projects

General improvement of roads/ railways

7.19 The encroachment along the main road in Agra should be removed to facilitate movement of tourists within the city. Further a cleanliness drive is required to clean these roads. For this purpose a proper mechanism needs to be developed in collaboration with the local municipality.

7.20 The railway station for Agra needs to be developed and cleaned up. The railway station is devoid of any restaurants and other amenities like toilets etc. It is important for UPT to coordinate with the railways in this regard.

Decongestion Project around the Taj Mahal

7.21 The Taj Trapezium plan is a landscaping and industrial relocation plan and covers three districts approximating over 10,000 sq. km around the Taj Mahal

Others

- Deluxe Shuttle Rail Bus between Agra & Fatehpur Sikri
- Bridge on river Yamuna

Specific Site related Projects

Monument frontage & outskirts; basic facilities

- Conversion of all open drains into covered drains
- Toilet complexes inside and outside the monument site areas
- Drinking water facilities inside the monument site area
- Appropriate landscaping across a 5 acre belt adjacent the monument areas; including in outskirts areas of vending stalls etc. Special landscaping design focus in areas of travelling bus disembarkation area / special electric bus-service stand (in the case of Taj Mahal)
 - * Toilet complex areas in the above disembarkation area
- Community sensitisation project on garbage collection and disposals; special attention in vending areas in the context of food disposal etc.

Projects to augment attractions

- A small visitor centre/gallery of appropriate design that blends with the monument to be located within Taj Premises:¹
 - * Providing information about other important monuments in Agra, accommodation, near-by excursions etc. The same should be provided additionally by multi-language electronic information kiosks.
 - * Picture gallery to include attractive large size portraits and photographs of Agra Fort, Sikandra, Fatehpur Sikri as also the lesser well-known attractions of mosques, churches, temples etc.
 - * The objective of the above is to create an awareness and build an interest in the other attractions as a contributing factor to extend stay in Agra and to promote the image of Agra as a hub. The location as well as the design aesthetics of the proposed visitor centre would be crucial in promotion of the concept. The preferred location is within the Monument complex area or in the vicinity of the same.
- Taj night time viewing:
 - * One option is allowing the monument to be opened during the night with adequate safeguards. Example: only for tourists/visitors coming on a package or group basis through accredited travel/tour agencies.
 - * A second option relates to river based viewing (houseboats) of a lighted up Taj and Agra Fort.
- Mughal Museum: Agra Fort
 - * A museum to be located preferably within the Agra Fort Complex. The theme of the museum is Agra/Fatehpur Sikri as the Mughal Capital of India. The objective is to promote Agra as a place by leveraging on the “Mughal brand-name” in the context of foreign visitors and Indian history/cultural heritage for domestic visitors. Within the Mughal theme, presentation through artifacts, replica of select artifacts, portraits, sculpture, and audio-visual systems if possible on important episodes, personalities including the reigning emperors.
 - * A special section in the context of the above can be earmarked for the reign of Emperor Akbar for his visionary approaches (by international and contemporary standards) to manage an empire.
 - * On an experimental basis, theatrical display of costumes and pageantry of the period may be considered and expanded based on feedback of tourist interest.
- Landscaping projects:
 - * (Landscaping has already been proposed for monument frontage and extending across a 5 acre belt, and with specific reference to bus passenger disembarkation/ embarkation areas)

¹ Note : the concept of the visitor’ centre-cum picture gallery in context is an exception to the overall recommendations in the context of revamping the concept of visitors’ centre as is contained in Chapter 12.

- Alongside Yamuna riverbank area: Landscaping along the entire bank areas of the Yamuna river.
- Special focus on implementation of the landscaping projects, including preservation/ recreation of the various Mughal Gardens as already proposed in Taj National Park Project
- Long term, landscaping should cover the entire main city/town of Agra, in the context of improving the overall ambience of Agra as a tourist-friendly city.

Other Locations:

Sikandra

7.22 Sikandra is located on the NH 2 just as one enters Agra City. The monument constitutes the mausoleum of Emperor Akbar.

Fatehpur Sikri

7.23 Fatehpur Sikri is the second most important monument area and constituted the actual capital of the Mughal Empire for a brief period of time. This is located around 40 kms from Agra City.

Proposed Projects

- 2 acre earmarked zone on the outskirts of the monument area with basic facilities
 - * toilet complex
 - * drinking water facilities
 - * Parking area
 - * Appropriate landscaping
- Scaled down model of Fatehpur Sikri at its zenith and main characteristics of the city
- Sound and light-show; monument lighting
- Signage and description of the monuments, and historical significance, with physical map layout.
- Food Court combined with internet cafe:

Govt. Policy: Village Tourism Experience

- This is in conformity with GoI policy guidelines for states to make efforts to involve rural communities in tourism. The target segments are essentially foreign visitors interested in Indian village tourism experience (lifestyles, customs, and traditions). Secondary targets are general culture interest tourists from UP's own major cities.

- Kachhpura is the selected village located near the Taj Mahal. Across the Yamuna river. Approximately 5 km from Agra Fort with population of approximately 4000. Major local activity is fruit and vegetable cultivation. Local crafts include shoe-making.
- The village falls under the Taj Trapezium area, and has an expansive view of the Taj which further enhances the tourism potential of the selected village. There is added scope for linkage of this village area to a potential heritage property Fort Nowgaon. The fort is spread over 1.5 acres, has about 30 rooms and is approximately 300 years old. From a marketing perspective, the village tourism experience and the Nawgaon-Fort-heritage property as hotel can be developed in a mutually supporting manner.
- Basic infrastructure improvements are required in the context of restoration/repair/construction/improvements of: village pathways; drainage, exterior of village homes/building; garbage disposal systems; street lights; appropriate general toilets, approach road etc.
- Agra /Taj Trapezium area has been selected as one of the nodal locations for promotion of model “ real” village tourism projects arising due to the opportunity to leverage on the large base of actual and expected tourist arrivals to the area

BACKGROUND INFORMATION

EXISTING TOURISM SITUATION

- HISTORICAL BACKGROUND BRIEF (Compiled from existing literature)
- DEMOGRAPHIC DETAILS
- POSSIBLE EXCURSIONS AND ANNUAL CULTURAL EVENTS
- TOURISM TRAFFIC
- ACCESSIBILITY ASSESSMENT

Historical background of Agra

7.24 AGRA is the city of the magnificent **Tajmahal**, one of the seven wonders of the world, which attracts the maximum number of tourists to India. Situated on the bank of Yamuna river, Agra is a city of cultural synthesis. On one hand it symbolises Mughal glory and grandeur, while on the other hand it reflects the message of faith and love.

7.25 The city is a virtual gateway to a world of discovery... a freeze-frame from a resplendent era that's long since gone by. However, Agra came into limelight during the rule of Afghan King Sikandar Lodhi - who had made it the capital of his empire.

7.26 Later in 1526 A.D., the Mughal Emperor Babar took upon himself the task for rendering Agra, a unique character and beauty of its own. He brought in a change in the culture and life-style among the people of Agra, which then brought forth some of the finest craftsmen, artists, statesmen, warriors and nobility, this part of India had ever witnessed.

7.27 Much of the city's impressive past lives in evidence even today, in the hunting presence inside the monuments, the majesty of the buildings, the exquisite arts and crafts and not to forget, the lure of an exceptional cuisine... all, cherished as priceless legacies of a nostalgic past. The older city of Agra has impressively retained much of its resplendent history... captivating every visitor with fond memories to take back home. Today, luxury and modern convenience also exist adjacent to tradition - luxury hotels, shopping malls and plazas, wide avenues and a superb choice of venues for recreation, business, sports, pleasure, education and the arts.

7.28 Agra is a major road and rail junction and a commercial center. Agra University (Established in 1927) and six of its affiliated colleges are located in the city.

Demographic details

- Population 36,11,086 (Urban, as per 2001 Census)
- Altitude 169 metres above sea level
- Area 82 sq. km.
- Languages : Hindi, Urdu, English

Brief on key Attractions

Agra: Glorious Heritage

- **Taj Mahal**

- Taj Mahal. Sheer poetry in marble. Majesty and magnificence, unrivalled. The Taj Mahal, the one and only one of its kind across the world. The monumental labour of love of a great ruler for his beloved queen. The ultimate realisation of Emperor Shahjahan's dream. One of the wonders of the world. From 1631 A.D., it took 22 years in the making. An estimated 20,000 people worked to complete the enchanting mausoleum, on the banks of the Yamuna.

- **The Agra Fort**

- The great Mughal Emperor Akbar commissioned the construction of the Agra Fort in 1565, A.D. although additions were made till the time of his grandson Shahjahan.
- The forbidding exteriors of this fort hide an inner paradise. There are a number of exquisite buildings like Moti Masjid - a white marble mosque akin to a perfect pearl; Diwan-Am, Diwan-E-Khaas, Musamman Burj - where Shahjahan died in 1666 A.D. Jahangir's Palace; Khaas Mahal and Shish Mahal.

- **Chini Ka Rauza**

- This was constructed by Afzal Khan - a high official in the court of Shahjahan. Decorated by glazed tiles on the façade, the structure clearly depicts the Persian influence in architecture.

- **Ram Bagh**

- One of the earliest Mughal gardens, it was laid out by Emperor Babar - the founder of the Mughal dynasty. It is said that Babar was temporarily buried here before being permanently interred at Kabul in Afghanistan.

- **Sikandra**

- The mausoleum of Emperor Akbar represents his philosophy and secular outlook, combining the best of Hindu and Muslim architectures in a superlative fusion. Completed in 1613 A.D., it is a well-preserved monument.

- **Itmad-ud-daulah**

- This exquisite marble tomb was made by Emperor Jehangir's queen, Nurjahan, for her father Mirza Ghiyas Beg during 1622 - 1628 A.D.
- The craftsmanship at Itmad-ud-Daulah foreshadows that of the Taj Mahal. It was here that 'Pietra Dura' the inlay works on marble - so characteristic of the Taj - was first used.

- **Mariyam's Tomb**

- This unique tomb in red sandstone was built in 1611 A.D. in memory of Emperor Akbar's Goan-Christian wife - Mariyam. The tomb has some exceptional carvings.

- **Jama Masjid**

- This building, with a rectangular open forecourt was constructed in 1648 AD by Shahjahan's daughter, Jehanara Begum in memory of the famous Sheikh Salim Chishti and his grandson Islam Khan. Of particular importance is its wonderful assimilation of Iranian architecture.

- **Radhaswami Samadhi, Dayalbagh**

- The headquarters of the Radhaswami sect. On the sprawling lawns here, is a beautiful marble temple under construction for almost 100 years now.

Excursions

- **Bharatpur**

- Bharatpur is a must for those who have interest in ornithology.
- It is renowned for its World Heritage bird Sanctuary, the Kepladeo Ghana National Park. It is about 60 Kms. (35 miles) from Agra. Bhartapur was also a royal hunting retreat. The town is also known as Rajasthan's eastern gateway. Bharat Palace houses a large number of exhibits from the early 15th century.

- **Sur Sarovar (Keetham Lake).**

- A scenic lake, located within the Surdas Reserved Forest. The Sur Sarovar is a tranquil spot, ideal for a relaxed outing. A wide variety of fish and water-birds add to the lake's natural charm and beauty.

- **Fatehpur Sikri (39 km.)**

- Fatehpur Sikri was built by the Mughal Emperor Akbar during 1564 A.D. A sonless Akbar had gone to Sikri to seek blessings of a muslim saint Sheikh Salim Chishti. When his son was finally born, he in gratitude, constructed his capital city and named it Fatehpur Sikri. The beautiful marble tomb of Sheikh Salim Chisti attracts thousands who seek blessings of the revered saint. Other renowned places are Diwan-I-Am, Diwan-I-Khaas, Buland Darwaza, Panch Mahal, Jodha Bai's Palace and Birbal Bhavan.

- **Mathura-Vrindavan (56 km.)**

- Just an hour's drive from Agra, on the banks of the Yamuna, is situated this birthplace of Lord Krishna. The entire land is dotted with magnificent temples, each dedicated to various aspects of his life. The twin cities of Mathura and Vrindavan, where he was born and where he grew up, still resound to the sound of his laughter, antics and his magical flute.

- **Firozabad (44 km.)**

- An industrial city famous for its glassware such as bangles and chandeliers.

- **Aligarh (83 km.)**

- Aligarh is famous for its Muslim University, founded by Sir Syad Ahmad Khan in the 19th century, and also for its locks.

Annual Cultural Events

- **Kailash Fair (Aug. / Sep.)**

- Held at Kailash, 12 km. It is major fair celebrated in honour of Lord Shiva who is believed to have appeared here in the form of a stone lingam.

- **Sheetla Fair (July/Aug.)** it is held near Delhi Gate.

- **Bateshwar Fair**

- This month-long festival is held annually during the month of November at Bateshwar, situated at a distance of 65 km from Agra.

- **Urs (Fatehpur Sikri)**

- This fair is organised at Sheikh Salim Chishti's Dargah, during the month of Ramzan.

- **Taj Mahotsav**

- A festival of art, craft, culture and celebrations. Organised by U.P. Tourism, it is held every year between 18th -27th February.

EXISTING TOURIST PROFILE

(Ten years past details provided in Appendix X)

7.29 The existing foreign tourist profile at Agra is presented below:

Foreign

	1997	1998	1999	2000	Growth
Agra	586590	626298	566943	570310	-1%
Fatehpur Sikri	45379	75485	87147	88224	25%
Soraun (Etah)	800	850	1600	1600	26%

- Taj Mahal and Fatehpur Sikri are the most important tourist attraction for foreign tourists. Their has been an increase in number of foreign tourists travelling to Fatehpur Sikri however still only 15% of foreign visitors to Agra visit Fatehpur Sikri

Domestic

	1997	1998	1999	2000	Growth
Agra	1628816	1633721	1700832	1710932	2%
Fatehpur Sikri	136138	226457	261442	264672	25%
Soraun (Etah)	1800000	2000800	2060000	2060000	5%

- Agra is likely to have lesser tourists than the statistics. This is evident from the number of people visiting Taj Mahal.

	1997	1998	1999	2000
Visitors to Taj Mahal*	1534189	1657985	1746455	2010906
Foreign tourists	586590	626298	566943	570310
Domestic Tourists	947599	1031687	1179512	1440596
% of total domestic visitors	58%	63%	69%	84%

* Ministry of Tourism

- About 10 to 15% domestic tourists visiting Agra, visit Fatehpur Sikri

ACCESSIBILITY

Local Transport

- **City Bus Service:** UPSRTC operates city buses to and from the main archaeological sites.
- **Taxies:** Air Conditioned/non air-conditioned taxis are available, without meter, at the railway stations, airport, hotels and Partap Pura.
- **Other transport:** Un-metered auto-rickshaws, tongas and cycle rickshaws are available, rates of which are negotiable.

Train

7.30 Agra is well connected with South, Central and West parts of the country. However connectivity with east of the country is through Delhi. Agra is poorly connected with other tourist locations like Varanasi and Allahabad and the capital of Lucknow. Similarly the connectivity with the tourist centres of Jaipur and other part of Rajasthan is poor.

Roads

7.31 Agra has excellent road connectivity with Delhi via NH 2 (Delhi-Mathura-Agra-Kanpur-Allahabad -Varanasi-Calcutta). The other National Highways passing through Agra are NH 3 (Agra-Mumbai), NH 11 (Agra – Jaipur - Bikaner) and NH 93 (Agra – Moradabad). Connectivity with Delhi is going to improve further with the construction of the Delhi-Noida-Greater Noida- Agra expressway. The quality of NH 11 and NH 93 is however poor.

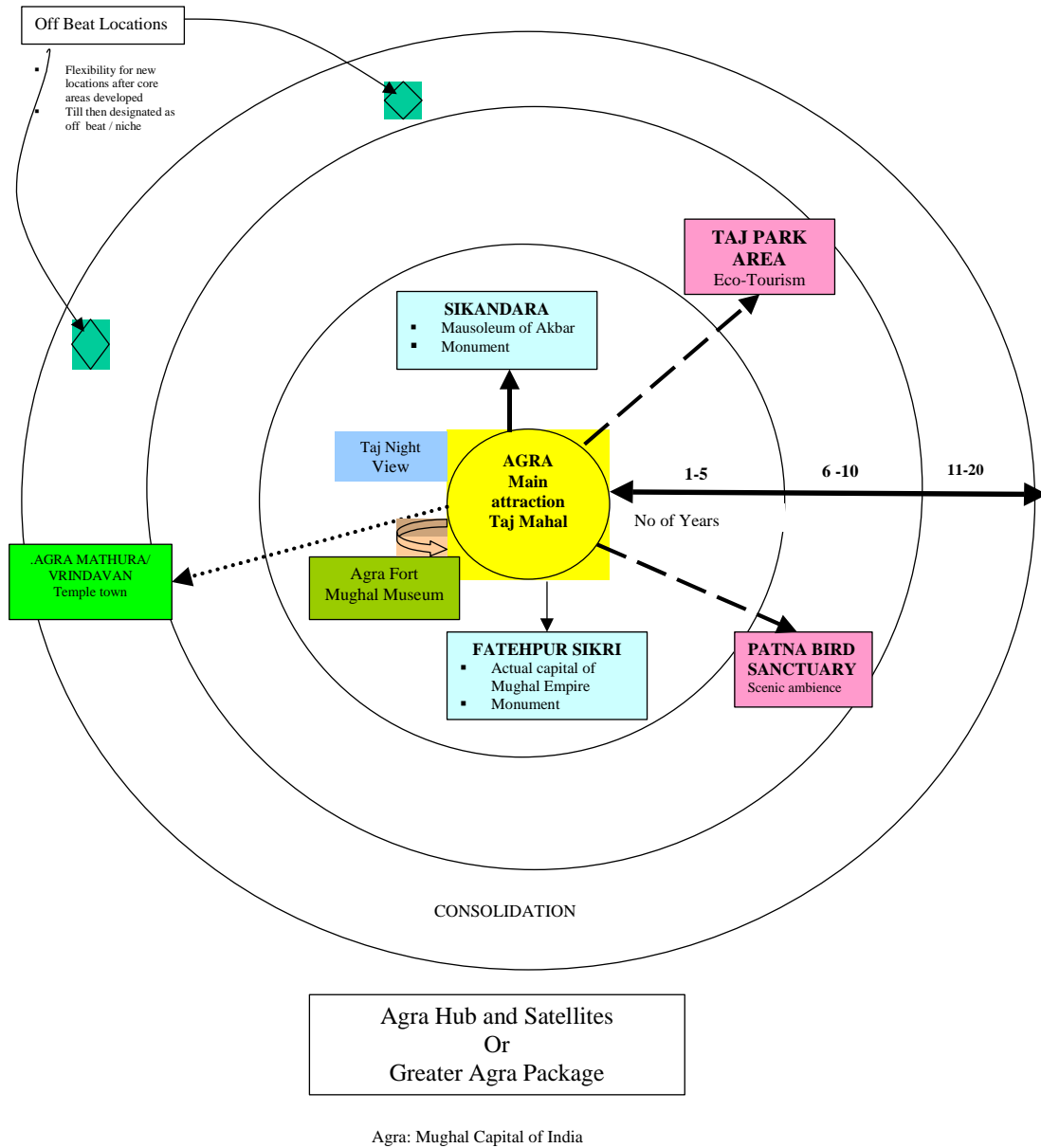
Airways

7.32 Agra does not have any regular flights. This is primarily due to very good connectivity with Delhi, which is the primary gateway.

Implications

- The major implication of the above is relatively inferior quality of the NH 11, poor train connectivity and lack of flights to Jaipur. Thus tourists going to Jaipur from Agra go via Delhi rather than to go directly. Thus Agra has become a daytime attraction and few people stay overnight.

Exhibit 7.1



8.00 GREATER NOIDA: HIGH INCOME RECREATION/ENTERTAINMENT HUB

POSITIONING OF GREATER NOIDA AS HUB

Introduction

8.01 Delhi is a major gateway for the national and the international tourists, it is a residential centre with the offices of major embassies, multinational organizations and other private and government institutions. Western UP adjoins Delhi and hence has, in principle access to the high net-worth individuals in the NCR region.

•
8.02 There is an opportunity to create a tourism attraction focussed on high net-worth individual entities, especially Delhi based but eventually covering whole of NCR.

8.03 Haryana has already illustrated the scope and opportunity for leisure and entertainment centres that can tap on to Delhi/NCR (a large number of small clubs/restaurants on the Jaipur highway) and has an established image for the middle class /upper middle class for “get-away” complexes.

•
8.04 The proposal in the context of UP has to have a differentiating factor. Hence, it is not proposed to promote a similar / parallel concept to Haryana’s approach.

Project Concept

Casino cum recreation complex in Greater Noida in SEZ (special economic zone)

(Refer to exhibit 8.1)

8.05 The location for the Greater Noida’s SEZ is proposed for the following reasons

- Proximity to Delhi
- Availability of Land
- International airport anticipated for construction
- Greater Noida will lie in the Delhi-Agra expressway(road) under construction
 - This will reduce the time taken to travel to Agra and Taj. Casino concept can act as transit point for some select high income segment categories of the Taj/Agra travelers.
- Well developed internationally benchmarked standards of infrastructure that is emerging in GNIDA(Greater Noida Industrial Development Area)
- Location within SEZ may have an added advantage, for reasons of administrative and legal flexibilities for operating a project such as a Casino complex

8.06 50-100 acres site to be earmarked as the special recreation/entertainment zone. One third of the area to be earmarked for the development of casinos. Casinos to serve as a lead project concept

8.07 Additional projects can include

- Golf course
- 5-7 star hotel complexes

Additional elements of the Casino Concept

8.08 The Casino concept can incorporate setting aside a percentage of proceeds/earnings for specific causes (including fund raising for specific tourism oriented infrastructure projects, seeding money for monument conservation, towards assistance in the rehabilitation of persons displaced from land acquisition/tourism infrastructure projects).

8.09 If for policy reasons, it is felt necessary to restrict “influence of any perceived adverse socio-cultural impact”, the following options can be considered:

- restrictions of access to foreign tourists
- restriction of access to foreign nationals and NRI

8.10 In the above context, as the international airport project materialises, the Casino Complex can be used to encourage passengers to “break journey” in India with a limited visa option for:

- the Casino/recreation complex
- Taj Mahal visit (vide the emerging expressway connecting Greater Noida and Agra)

8.11 In the context of implementation of the Casino concept, the following are critical:

- Examining the legal framework for passing the required enabling legislation. Such enabling legislation will also have to provide for building in necessary safeguards
 - * to promote corporate responsibility
 - * to prevent undesirable elements
 - * to cover for general/monitoring issues

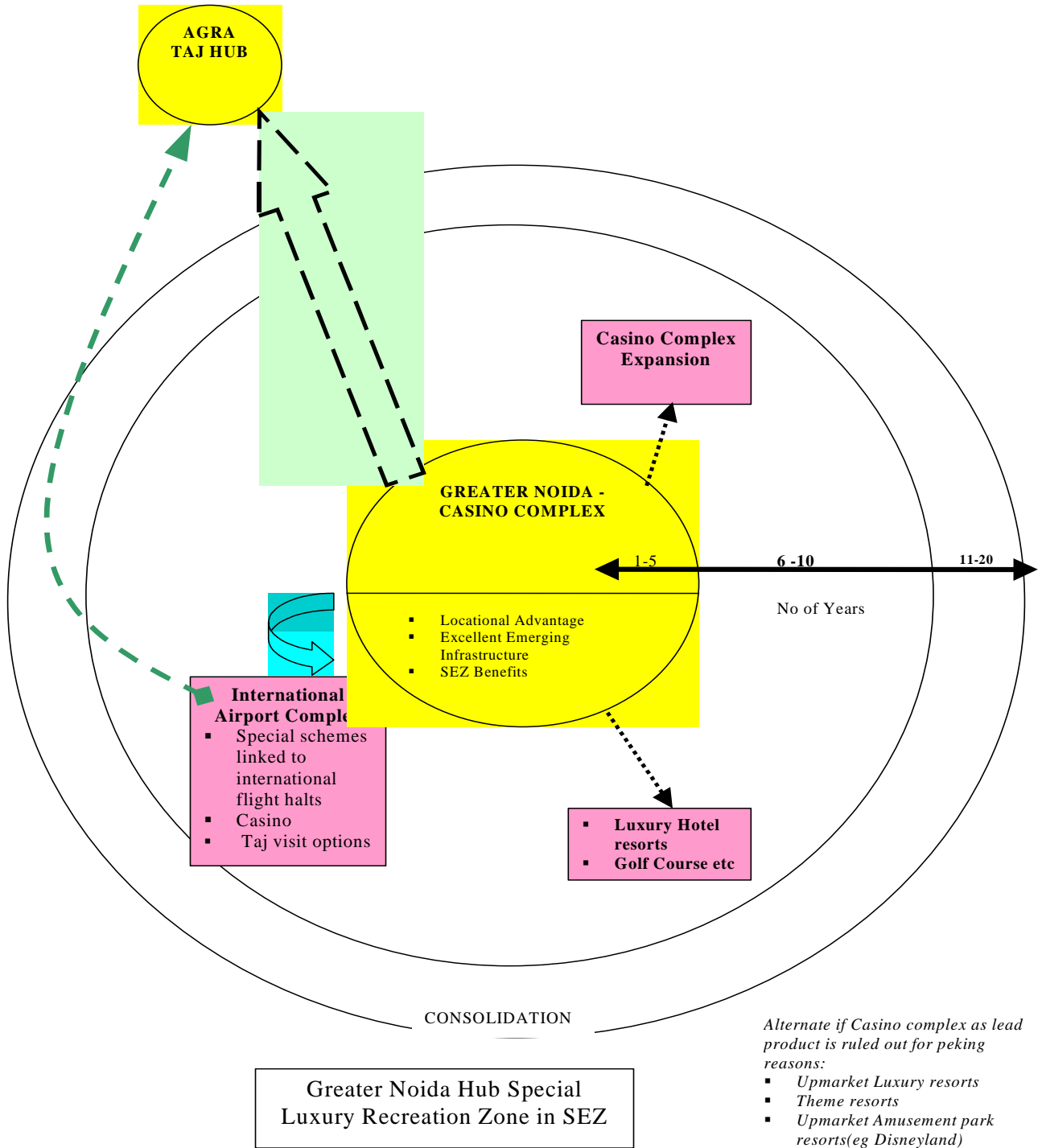
8.12 A joint venture with established corporate institution, internationally recognised in this area, may have to be given due consideration.

Alternate Project Concepts to the Casino-led Lead Product Concept

(Refer to exhibit 8.1)

8.13 If the issue of Casino is considered unacceptable for reasons of possible socio-cultural impact or for policy reasons, alternate concepts can be considered (such as mega-theme game and family leisure resorts) after a detailed feasibility study of the same including assessment of similar developments in the entire NCR region.

Exhibit 8.1



9.00 RELIGIOUS CENTRES & CIRCUITS

{This chapter covers Points no. iv,vii,viii,ix,xi,xxi, of the Guidelines}

9.01 The following locations are being covered in the present chapter:

- The major sites of the Buddhist Circuit
- Allahabad
- Garhmukteshwar
- Mathura/Brindavan and adjacent areas (comprising the Braj Circuit)
- Ayodhya
- Vindyanchal
- Sardhana

In addition to the above, other religious sites are covered by policy measures (in principle applicable across faiths) outlined in the concluding section of this chapter.

THE BUDDHIST CIRCUIT BASED LOCATIONS

Introduction

9.02 UP has several sites associated with Lord Buddha. These sites are of importance to members of the Buddhist faith and attract Buddhist pilgrims from all over the world. In addition, they are also of potential interest to the general-lay tourist for their cultural and historical significance.

9.03 In the early 1990s, following an AFF report, OECF (now JBIC) funded infrastructure projects for strengthening road links, drainage facilities, landscaping covering select areas. Further investments and development are required to achieve the full tourist potential of the various circuit options in a manner that:

- Serious faith pilgrims are able to visit and pray undisturbed at the various locations
- And at the same time, the general interest traveler is also able to visit the locations of his/her choice for cultural and heritage reasons.

9.04 The major issues and options for projects from the perspective of the Circuit as a whole are presented followed by site-wise details

Overall issues and project concepts for the Circuit as a whole

Information

- Limited information on circuit options, package options, exact cost, facilities available for the cost.

Road based transportation services & special facilitation services

- Requirement of special high quality air-conditioned buses that are amenable to provide comfortable air-conditioning under Indian conditions.
- For Tourists who prefer to arrange own car-vehicle for travel, need information options, travel maps (both in Internet and printed version) etc.
- Long road stretches connecting key sites are prima-facie desolated. Clear identification of select villages on en-route The objective is to establish resource persons and facilities among these villages to provide for :
 - * Emergency assistance
 - * Communication facilities
 - * In addition, options for rest and related facilities; “village tourism options” can be explored over a longer term once the system of “village facilitation centres” become established.
 - * Such village facilitation centres have to be earmarked on the “specified tourist travel maps.” Ideally, one such centre should be available at regular intervals (say every 2-3 km) and signboards relating to the same prominently displayed on the roadways.
 - * Similarly all police centres en-route also have to be specified on the tourist maps.
 - * Special community sensitisation programmes/projects are required to be provided for the selected /volunteering villages & their families. Their participation can be linked with financial incentives which are also required for maintenance and upkeep of defined facilities.

Roadway-infrastructure

9.05 Planned projects relating to strengthening, widening roads and & bridge projects connecting Lucknow-Shravasti-Piprahwa, Gorakhpur – Kushinagar – Sarnath - Varanasi focussing on the existing state and national highway networks: approximately valued at Rs.800 crores

New Roadway projects- to reduce travel distance

9.06 The major focus of the additional roadways projects should be towards shortening the distances between alternate/ key sites.

- Lumbini- Kapilvastu direct road project (approximately 20 km length; this would reduce the present travel route of approximately 70km; however this project can be taken up only when Lumbini and Kapilvastu are jointly promoted under some modified bilateral arrangement of the Governments of India and Nepal)
 - * Additional requirement: establishment of alternate and convenient & most direct Customs/Immigration checkpoint for pilgrim traffic
- Patna-Sarnath/Benaras direct road project (strengthening)

- Varanasi to Kushingar related route: presently approximately 267 km can be reduced to approximately 207 km –a reduction of 60 km.
 - * Development of road from Ghoshi to Barhaj section including
 - Bridge on river Ghagra
- Varanasi to Shravasti: direct route through 2nd bridge project at Kalwari on river Ghagra would reduce distance by approximately 50km
 - Can avoid going to Gorakhpur in order to go to Shravasti (Refer Exhibit 9 –BI in context contained in Appendix IX)
- Allahabad to Kaushambi
Direct road approximately 69km
- Agra-Sankisa-Lucknow
Direct road approximately 447 km

Airport-airstrip related (conservation focused project)

- Unused airstrips/airport infrastructure utilisation:
 - * There are airstrips at Kushinagar, Sankisa, and Shravasti along with basic building infrastructure for air traffic control. Since presently they are lying unutilized, are prone to encroachment and uncontrolled weed growth there is a high possibility of long run damage to the airstrip and created infrastructure.
- Till the tourism traffic that is willing to pay for the air service adequately increases (which may be possible only in the longer run : 10~20 year period), two alternate projects can be considered to ensure minimum damage/preservation
 - * Lease out to club/training institute to civil/para-military forces/ local bodies (under state government supervision) for usage (backed by financial support) by local international monasteries on a non-exclusive basis.
 - * Mothballing & sufficient runway protection sheathing/conservation project.

(As a policy decision, GoUP is deliberating on a decision to develop Kushinagar as a major airport hub to act as a catalyst in the development of the Buddhist circuit).

Special Tourist train project

- A seven-10 coach special tourist train linking the major Buddhist Sites in UP and Bodhgaya in Bihar could further enhance the tourism potential of the Buddhist circuit in the longer run. This concept can be promoted subsequent to the Buddhist Circuit developing further critical mass as a major tourist destination, extension of basic tourist-friendly services to railway stations servicing / closest to the major sites. Examples: Toilet facilities improvement, extension of existing railway schemes: international tourist bureau, availability of customised circular journey tickets, computerised reservation etc.

Furthermore internet based information on train schedules, cost, facilities etc. need to be made available. Presently, they are not available in the Buddhist Circuit specific context and preferably information availability should be in several languages of East Asia in addition to English, Sinhalese of Sri Lanka, and Indian vernacular.

Overall Strategic Issue: how many sites to promote;

9.07 From a tourism development perspective, the issue for UPT: how many sites to develop and promote? All sites have the essential underlying sacredness foundation. However, options can still be considered

Circuit options

9.08 The circuit options can have various permutation combinations depending upon their convenience and budget, pilgrims and general tourists can be given various options as package circuits. (This would include additionally options for coverage of various locations through multiple visit schemes).Select options are given below:

- Major sites only covering UP, Nepal & Bihar
Bodh Gaya-Sarnath-Kushinagar- Lumbini
- UP-based option:
Varanasi-Sarnath-Kushinagar- Shravasti
Varanasi-Sarnath-Kapilvastu-Kushinagar-Shravasti
- Sankisa and Kaushambi are not locations that are natural direct links to the above for a majority of visitors; the more natural linkages are as follows:
 - * Sankisa : From Agra
 - * Kaushambi: From Allahabad
- Prima-facie, the above are more in the nature of stand alone destinations attracting repeat visitors rather than natural circuit destinations. This is primarily due to logistics convenience as also relatively less demand from tourists compared to other alternate Buddhist sites in UP.

9.09 A more detailed study is being undertaken in the context of the Buddhist Circuit including circuit options as well as development requirements. The 20 Years perspective plan in this context will accordingly be modified upon incorporation of the above.

Development & Promotion of locations (Phase-wise):

Time frame	Locations
	<i>Mainstream</i>
• 0-5 years:	Sarnath, Kushinagar, Shravasti
• 5-10 year	Kapilvastu
• 10-20 years	Kaushambi, Sankisa

9.10 During the 0-5 year period, Kapilvastu, Kaushambi, and Sankisa can be considered as non-mainstream options.

9.11 Similarly, Kaushambi and Sankisa may be considered as non-mainstream options during the 5-10 years periods.

General Miscellaneous issues : impacting circuit promotion

- Power: Almost all sites are locations of 5 hours plus power outages. Guaranteed power is required to the sites in order to sustain long term tourist interest, including the overseas pilgrim segment
- Approach cities/towns adjacent to the main sacred centres are in requirement of internal sewerage and other civic amenities.
 - * E.g.: Gorakhpur, Balrampur, Siddharthnagar

9.12 Site-wise select issues, highlights, and specific projects are presented in the subsequent sections as under :

Sarnath (Hub reference~Varanasi)

Introduction

9.13 Sarnath is located on the outskirts of Varanasi. The location is important for the following tourist profiles:

- Buddhist Pilgrims
- Jain pilgrims/ lay visitors
- Indian and international visitors to Varanasi: heritage interest

Existing attractions:

- Dhamek Stupa: place of meeting first disciples by Lord Buddha
- Chaukandi Stupa: place of first enunciating his principles by Lord Buddha
- Museum of artefacts and antiquities
- Several international monasteries/Buddhist temples
 - * China
 - * Burma
 - * Thailand

- * Japan etc.
- The oldest and largest is the Mulagandhi Kutti Vihara adjacent the Dhamek Stupa and archaeological excavations maintained by ASI

Suggested Projects

Road related

- Repair and broadening of road leading to Varanasi airport from Sarnath. This would reduce time and distance for visitors interested going straight to Sarnath.

Zoning

- Bus stop/vehicle stop and general parking lot area on outskirts and prior to Chaukandi stupa in area owned by UPT (approximately 1.8 acres)
 - * Additional facilities such as internet café /STD PCO/ public toilet facilities
- Main road alongside the ASI ruins and the Dhamek Stupa is a pilgrim route. This area to be proposed as a non-motorized vehicular zone to reduce “noise pollution”. Movement to be based on foot or cycle Rickshaw.

Projects to augment attractions

- **Museum** Project: Present ongoing planned project: Museum expansion Rs.50 lakhs
 - * Long term: To establish an International museum of Buddhist Art and Culture
 - the largest in the world
 - to include replicas of Buddhist Art & Sculpture from different countries
- Museum to include ancient Heritage village Concept: (scale model/ or recreated village and cultural atmosphere with relevant period costumes) at Sarnath¹.
 - Heritage village to show-case Mauryan culture

Statues & Plaques as art form

9.14 There have been certain plans and concepts put forward by UPT and other agencies for Statues of Buddha and plaques with sayings and sermons at select places in Sarnath. For example:

¹ ASI had drawn up a concept plan in this context, but details are unavailable; the concept needs to be revived

- On the road from Bihar on the Ashapur crossing, which marked Lord Buddha's entry point into Sarnath from Gaya; at the entrance suggestion of welcome arch along with Buddha statue.
 - (note: welcome arches should not be cemented as in Kushinagar but should be based on appropriate architecture, design, and materials)

Need for showcasing Indian identities in Sarnath in public places and not just in museum: (if done tastefully and elegantly and subtly, can contribute to the richness and heritage of Sarnath). Examples :

- **Emperor Ashoka statues, carvings, plaques of his life (both the benevolent and the earlier ruthless phase) in public places.**
 - Lion stone national emblem inscriptions and commemorative plaques
 - Plaques and art-form showing how Buddhism spread from India to other countries, focussing on specific individuals if possible
- **Emperor Kanishka statues, carvings, plaques of his life & orientation**
- Replica of art forms and inscriptions from Shaolin temple acknowledging contribution of Indian Buddhist teachers in starting and teaching of martial arts
- Replica of inscriptions and carvings of foreign visitors such as Hsiuen Tsang and Fa Hien recording their statements of appreciation and social order and tradition of the region etc.

Landscaping projects

Special landscaping projects to be focussed on :

- Land between Chinese temple and railway station is swampy and weed infested and covers an area approximately 20 acres plus.
 - * Landscaping with pond-pool with fountain options
 - * Concentrated use of the following trees: peepul, sal, and leechi
- Land area available with UPT: 3.92 acre (at site originally intended for meditation centre)

Other

- Signage and maps of all Sarnath at various places
 - * Specifying key sites, points of assistance, location of public amenities
- Signage and maps in brief of other places of the Buddhist Circuit with details of various travel access options
- Public amenities (toilet complex) at approximately every 5 km radius

Kushinagar

Introduction:

- Site significance: Location of Passing away (Mahaparinirvan) of Lord Buddha
- Attractions: Temples and international monasteries that also serve as locations for stay

Suggested New Projects

Site-based

Eco-Tourism Projects

- Buddha Smriti-Van Project:
 - * Tree donation project in specified area covering approximately 35 acres
- Upgraded landscaping of available land earmarked as Meditation Park
 - * Presently limited landscaping
 - * Special garbage removal facilities at the entrance areas of the parks
 - * Artistic plaques with statements of major Chinese visitors to India (Hiuen Tsang, Fa Hien, I'Tsang and others)
- Hiranyavati River development for a 4-8 km stretch
 - * Significance because Mahaparinirvan associated with the banks of the river
 - * Boat-based pilgrim movement for the stretch
 - * Meditation platforms with appropriate landscaping at intervals (say every 1km)
- Special Village Tourism Experience: Kushinagar, in particular, has potential to emerge a general-cultural interest tourist centre in addition to a Buddhist Pilgrim centre. To capitalize on this potential and to provide an added augmented attraction, there can be linkage with village tourism experience. This is in conformity with GoI policy guidelines for states to make efforts to involve rural communities in tourism.
- Dileepnagar is the selected village and approximately 10~15 km from Kushinagar with a population of 20,000. The village tourism concept can be linked with the Dileepnagar palace (to be developed as heritage property hotel) with focus on adjoining villages with the estate. The vicinity covers, in addition to countryside fields, a forest area of approximately 150 acres and rivulets. Major local crafts include: earthen ware and floor matting. Aspects of these activities have scope of being made into participatory “experience” activities.

- Basic infrastructure improvements are required in the context of restoration/repair/construction/improvements of: village pathways; drainage, exterior of village homes/building; garbage disposal systems; street lights; general toilets etc.
- Other : 500 acre landscaping project proposed and planned by Culture Department of Government of UP termed as the Maitreya Project

Accommodation related

- High-power smokeless gensets for UPT Hotel till power situation is improved
- Internet Café to be established as part of Hotel facilities

Kapilvastu

Introduction

- Site significance: Capital city of Sakya kingdom; location where Lord Buddha is said to have grown up in his early youth
- Presently: limited range of excavations are present: two excavated mounds. No signage or detailing of significance from an overall historical perspective.
- UPT have acquired approximately 98 acres of land :
 - * Plans for museum, rest and recreation centres; also special reconstruction of Bamiyan statue replica in this land area.

Suggested projects

- Scaled down city model from the relevant historical period to recreate Kapilvastu's ambience at its zenith.
- Special road link project with Lumbini

Localised institutional issues

- Bilateral arrangement between the Governments of India and Nepal and their respective Tourism Ministries along with the (UPT and the UP state Govt.) for joint promotion of Lumbini and Kapilvastu.
 - * Kapilvastu related development is being perceived as an alternate to Lumbini rather than as mutually supplementing attractions(of both locations) by some members in India and Nepal.
- This is a key issue to be resolved before Kapilvastu can be positioned as a rest and "recuperation" halt for travelers along the Buddhist Circuit.

9.15 Other sacred Buddhist related locations and their significance are as follows:

Shravasti (Shravasti District)

- Favoured monsoon retreat for mediation by Lord Buddha
- International temples: Thai, Burmese, Sri Lanka, Burmese etc.
- Magnificent ruins buried in forest-like area: spread over 500 acres
- Bodhi Tree believed to be a portion /descendent of the original Bodhi tree of Lord Buddha's enlightenment

Sankisa : Nearest major city: Agra (175 km)

- Ashoka Pillar excavation
- Buddha Temple

Kaushambi : Nearest Major city: Allahabad (80 kms)

- Ashoka Pillar
- Limited Excavations.

9.16 Relative among the above three, Shravasti is the most developed site with several attractions.

9.17 Sankisa and Kaushambi are the most underdeveloped sites in terms of site infrastructure and connectivity, tourism facilities etc. from the perspective of the Buddhist Circuit as a whole:

Recommended project in the context of the above three:

- Land acquisition of about 20 acres around site: Special Landscaped ambience.
- Signage/visitor information on site significance
- Meditation centres/huts over an additional 5~10 acre area
 - * Options of outdoor and indoor meditation
- Separate 10 acres zone earmarked for future long-term increase in accommodation requirements.
- Basic amenities complex:
 - * Toilets, drinking water,
 - * Office complex
 - * Electricity through separate "smokeless-noiseless" genset backup
 - * Maintenance and upkeep to be on voluntary basis and through rotation of monastic orders / NGOs having special interest in the development of these site areas.

THE HINDU RELIGIOUS SITES

Garhmukteshwar (Including Brijghat)

Introduction

- Attractions: Nearest point of Ganges river from Delhi; Ghats, temples, and Dharamsalas
 - * Concerning Ghats: special significance of serving as cremation point prior ashes immersion
- Attracts pilgrim traffic from W.UP, Haryana, HP, Rajasthan, Delhi etc (approximately 25 lakhs per annum during Karthik Purnima alone; approx. another 10 lakhs visit during the course of the year for bathing in the Ganga river)
- Major regional mela during Karthik Purnima claiming a lineage of several thousands of years primarily involves: cattle and mules
- Location: NH-24 on Delhi - Moradabad Highway

9.18 UPT and UP govt have major plans for development of the area as a religious-cum-general family tourism area—on the lines of Hardwar. For this purpose a Garhmukteshwar Braj Ghat Development Authority has been constituted. Projects and investment under conceptualisation are as under :

- Total investment (as per state govt. agencies) envisaged ranges from Rs.80 crores upward to Rs.300 crores covering Ghats/roads/ and miscellaneous constructions. Key elements:

Road projects

- * 92 km long express highway linking Delhi-Garh
- * Other road strengthening projects: Broadening of The Delhi-Hapur road and other link roads
- * Conversion into 4 lane road of The Hapur-Braj Ghat road

Ghat projects

- * Navin Ghat to be established as a separate bathing Ghat for ladies
- * An eight-to-10-km-long Braj Ghat to be developed on the right bank of the Ganga
- * Barrage project: intended to divert water from the Ganga river to the historic temples (Shiv Ganga Temples); thereafter, the water is envisaged to be made to flow back into the main river, about five km downstream.

Misc. construction:

- bus stand, taxi stands, a post office, banks, hospital, electric sub-station, tube wells, dharamashallas (rest houses) and mandirs are intended to be developed in the town

9.19 The above constitutes a comprehensive town planning exercise which can be assessed as a separate and independent assignment/project

9.20 In the context of the 20 years perspective plan we are recommending focus on the following which can be considered as additional/complementing the above:

Road

- Road bypass project before the river area, from the existing NH 24 to separate passing traffic from those (traffic) who want to visit the Ghat areas

Mela Zone

- 20 acre Mela Zone on the outskirts of the temple area but distinctively separated.
 - * to provide basic facilities for conduct of annual mela
 - * to provide facilities for display and keeping of animals including mules e.g.; special shade areas for animals; facilities for collective waste disposal; water pools for drinking by animals etc.
 - * to provide facilities for persons: drinking water, basic shelter, toilet blocks
 - * Additional facilities : Administration office, medical facilities (including veterinary)
 - Special veterinary camp to be conducted during mela season and if required for “off-season” periods (to serve as a value added facility service)
- Certain portions of the area can be earmarked for weekend picnic getaway/ local melas in addition the annual mela festivities.
- Place to park/ station bullock carts and other animal drawn carriages.

Landscaping Project

9.21 20-30 acre landscaping project covering the temple area up to the banks of the river incorporating/including :

- Separate 1-2 acre area earmarked for establishment of basic refreshment/food stalls with appropriate drainage and collective cleaning facilities
- Separate 2-10 acre area earmarked for future development: Ashrams/ dharamshalas, basic accommodation for development
- Separate 5 acre area earmarked as children’s park /picnic area

Existing Temple-related support infrastructure projects

- Special pathway to reduce road congestion: Pilgrim pathway adjacent for the last half km road stretch leading to the temple area which can be separated from the main road connecting the temple area (objective is a contributory measure to reduce congestion during peak mela periods)
- Ghat-related:
 - * Ghats to be constructed taking into consideration ease of cleaning and with provisions for cleaning and maintenance to enable waste/garbage etc collection without the same being pushed back into the river area
 - * Complex comprising drinking water and toilet facilities as also basic landscaping on the outskirts of the ghats and at defined intervals to be considered an element in the Ghat design
 - * Option of creating “free ghats” and “paid for” ghats may also be considered on experimental basis with the latter representing a defined standard of facilities/services.

Overall Garmukteshwar Project Area Concept

9.22 The Government of UP is preparing for creation of “an alternative to Hardwar/ Rishikesh” in UP through the development and promotion of Garhmukteshwar.

9.23 In this context, it is recommended:

- Architectural design element be considered from an aesthetic perspective over and above the technical perspective : this will further promote Garhmukteshwar’s own uniqueness rather than being considered an “imitation Hardwar” (design aesthetics should extend to construction of even basic facilities: shelter, sitting benches etc.)
- An ambience for visitation be developed through a major emphasis on landscaping covering open areas, adjacent the temples, adjacent the ghats, along the link roads etc.

Allahabad

9.24 Allahabad is one of the holiest places for Hindus. The place receives the highest number of pilgrims (around 80 lakhs) in the state. The place is full of temples etc. Besides Allahabad has some important monuments of the Moghul/ British period.

Main Attractions

9.25 The main attractions and features of the sites in Allahabad are as follows:

- **Sangam:** There are no/limited permanent ghats since the rivers change its course frequently. Problems with the site are lack of signboards, lack of guidance or help centres, “chaos” during “holy bath sessions” On the positive side the access roads to the site are good.

- **Fort:** Allahabad fort is under army control (prominent places like Jodhabai palace, Ashoka Pillar are all under army control). The area open to outsiders is the area around Patalpuri temple and Akshaya Vatt. Overall maintenance is a major concern area from the tourism perspective.
- **Shankar Viman Mandapam:** This is a well-maintained South Indian temple close to the Sangam area.

9.26 There are a few non-religious sites which have great historical significance. These are:

- **Khusro Bagh:** Khusro Bagh has old tombs of the Mughal period. These tombs are in fairly good condition and are under ASI control. The landscaping in the area however needs improvement.
- **Anand Bhawan/ Jawahar Planetarium:** This is located in the heart of the city. The site has been fairly well maintained by the trust
- **Chandra Shekhar Azad park:** This is park in the heart of the city. Further improvements could make it better.
- **Allahabad University Building:** This is a good old building. However it requires maintenance / horticulture development.
- **All Saint Cathedral:** This old church building on a roundabout is in fairly good condition

Projects

9.27 The following projects are suggested for tourism development of Allahabad.

- **Sangam:** Signage has to be improved in the Sangam area, as there are no directions for the tourists at present.
- **Patal Mandir pathway:** The pathway to these temples has to be improved and relaid. Suitable maintenance is also required in these sites. Further landscaping is also required in the small area around the temple.
- **Fort Area:** The Fort area could be renovated and opened for public after army vacates it. Since the fort is historical and in good condition it can lead to more tourists visiting the area
- **Khusro Bagh:** This is another important area that can be developed to increase tourist traffic in the area. Developing signage and landscaping of the site can lead to an increase in tourism.
- **Special Cruise:** Activity based project for sight seeing along the river Yamuna. Usage of Boat Club at Saraswati Ghat as nodal point for various alternative cruise options covering the following locations: Arail, Jhoosi, Bargad Ghat/Draupadi Ghat, Sujavan Dev Temple and Kaushambi (providing linkage with Buddhist circuit). In general, the distances in context cover 4km to 40km. The Project concept envisages construction of jetties at five~ six locations.

9.28 The last three projects would be particularly of interest to the tourist segment seeking to combine religious with general sightseeing tourism – this is essentially a higher income tourist profile segment than the regular mass pilgrim tourist segment.

Village Tourism Experience

9.29 Village Tourism experience promotion is a policy guideline of the central government to involve the rural communities as stakeholders in tourism development. Allahabad, being a major tourist centre is a prospective location for promotion of the village tourism experience for the general culture interest tourists (domestic and foreign). In this context, Arail is a shortlisted village within a 30 km radius of a potential heritage property hotel/ cultural institution—Bhagwati Sadan. The village is situated just across the Sangam Point and is adjacent the Yamuna river. Basic infrastructure improvements are required in the context of restoration/repair/construction/improvements of village pathways drainage; exterior of village homes/building; garbage disposal systems; street lights; general toilets etc. The Village Tourism Project Concept is envisaged to be promoted in the longer run after consolidation of tourism projects outlined in paragraph 9.27.

Kaushambhi (Allahabad hub)

9.30 District Kaushambi is rich in historical places. It covers tourism attractions in addition to being part of the Buddhist circuit. Kara (69 kms from Allahabad), Prabhasgiri (50kms from Allahabad). and Kaushambi (51 kms from Allahabad) are the main historical centres. The main attractions in the area are as follows:

- **Kaushambi** is home to a few of the most important excavations of the Ashokan period. The site has an Ashokan pillar ruins of a residential city, the Ghositarama monastery, and the defences near the Eastern Gateway, the tower at the north - eastern corner and the ruins of a fortress.

The site has no amenities and for a layman it is difficult to understand the site. Lack of signage further complicates the problem. The area has no basic amenities.

- **Temples of Kara:** The historical and religious importance of Kara is very old. There are many temples in Kara in which Sheetla Mata temple, Chhetrapal Bhairav temple, Hanuman temple *and* Kaleshwar Mahadev temple are famous.
- **Prabhasgiri or Prabhosa** is famous as a religious historical place on the bank of Yamuna river. This is mainly a Jain religious site since this was the place where the Sixth Teerthankara of the Jains, Bhagwan Padma Prabhu lived most of his life.

Suggested projects

9.31 The following projects are suggested in the area:

- **Improve Road to Allahabad:** The road between Kaushambhi and Allahabad is in poor state and a 51kms long journey takes around 2 hours. It is critical to develop this road. Further there is no connectivity from NH 76 (Banda side) due to absence of a bridge on the Yamuna and almost non-existent roads (hence the 50 kms distance take more than 3 hours to traverse).
- **Amenities:** The lack of amenities (toilets, drinking water) in the site is a problem for tourists.
- **Signage:** Good signage needs to be developed in the site.

Mathura/ Vrindavan (Delhi Hub)

9.32 Mathura/ Vrindavan is one of the most important pilgrim centres for Hindus around the world. The important attractions in Mathura are as follows:

- Shri Krishna Janamsthan
- Dwarkadhesh temple
- Radharamana Temple
- Jugal Kishore Temple
- Kesi Ghata
- Rangji Temple
- Archaeological Museum
- Govardhan Hill
- Jama Masjid

9.33 Vrindavan has the following important shrines

- Madan Mohan Temple
- Banke-Bihari Temple
- Radha Vallabh Temple
- Jaipur Temple
- Shahji Temple
- Iskcon Temple
- Govind Deo Temple

Other locations in the area

9.34 The other attractions in the Mathura Vrindavan Brij area are as follows:

- Sati Bhurj
- Kans Quila
- Braj Parikrama
- Gokul

- Baldeo
- Govardhan
- Barsana
- Nanadgaon
- Radhakund

General Observations

9.35 The general observations about the site are as follows:

- The infrastructure (roads, transport, etc.) is poor. The streets and lanes are strewn with garbage and reflect acute unsanitary conditions. Further there is a problem of imposing behaviour by temple priests, as perceived by a section of visitors.
- Further there is a lack of amenities (hotels, restaurants etc.), parking spaces etc. in Vrindavan
- A few places like Barsana, Nandgaon etc. are villages with no tourism related infrastructure
- The flow in the Yamuna has come down over the years leading to lack of water in the ghats

Select projects

9.36 Development of tourism in Mathura and Vrindavan requires several initiatives for tourism development. A few of these development projects are highlighted below:

Road Strengthening Projects

9.37 Road strengthening project will be needed to improve the quality of present roads.

Renovation of Ghats - Vrindavan

9.38 The ghats on the Yamuna need to be renovated in keeping with the present water levels in Yamuna so that the pilgrims/ tourists can reach the water safely.

Waste Management Programs

9.39 Waste management programs have to be developed in the entire Braj circuit. This is essential, as most of the streets are dirty and reflect acute unsanitary conditions.

Hygiene Sensitisation Plan

9.40 The hygiene sensitisation plans are required for locals, tourists etc. This will need to be done through intensive campaigns targeted at temple priests, local community members and pilgrims / tourists. This will have to be combined with strict policing and law enforcement.

Amenities in Vrindavan

9.41 Amenities like food stalls, toilets etc. are needed in the city.

Other Projects

9.42 A few other projects being considered by UP tourism are as follows:

- Sound & Light show at Jaipur Mandir
- Flood lighting of Govind Deo temple at Vrindavan
- Plantation of the Parikrama Road & other roads
- Improvement of Parikrama road
- Upgradation of Museum at Mathura
- Establishment of theme park near Gokul Barage
- Other road projects

Ayodhya (Hub Reference~Lucknow)

Introduction

9.43 Ayodhya is a city of temples about 134 kms from Lucknow. Additionally it represents contrasting architecture with Faizabad as also the Hub of Lucknow, hence mutually reinforcing the value of the core attractions of each location.

9.44 Ayodhya can be effectively linked to the tourist circuit with the proposed Lucknow hub both for religious and general-interest tourist segments (especially after the currently prevailing political standoff/controversies are amicably resolved).

Key attractions

- Temples
- Ghats for bathing
- Ram ki Pauri

Suggested Projects

- Sanitation & building of internal sewerage in the main town:
- Main external Ghat temple:
 - * Ghat cleaning project along the lines suggested in Varanasi/ Garhmukteshwar
- Ram ki pauri: Constructed area in front of temple with pond- section
 - * Need for institutionalising water-cleaning/recycling system for water body maintenance.
- Landscaping /eco-friendly projects:

- * Encourage pilgrim tree /shrub plantation in designated areas: along city streets/ in designated areas and stretches
 - Incentives to bus & tour operators on an experimental basis till the tree plantations practice becomes an established “tourist” tradition
 - UPT’s role in context: creation or facilitating creation or identification of nursery

Vindhyanchal (Reference Hub: Varanasi)

Introduction

9.45 Vindhyanchal receives approximately 20-22 lakhs pilgrims on an overall basis. Vindhyanchal is 90 kms from Varanasi.

Main attractions

- Three major temples located on small Rock hill formations
 - * Kalikoh, Sankat Mochan & Vindhyavasani
 - * A Parikrama concept is prevalent where pilgrims visit all the three temples
 - * The other major temple is Ashtabhuja
- Kantit Sharief
 - * Musoleum of Khwaja Ismaili Chishti. Maximum pilgrimage during the annual Urs festival

Suggested Projects

Temple area

- Pilgrim walk- pathway to ensure main town road decongestion
- Rope carriage way option for pilgrim traffic to select temples

Kantit Sharief

- Overhead tank for water facilities
- Earmarked area for pilgrim stay
- Landscaping over a 5 acre area surrounding the site
- Pilgrim disembarkation and shelter provisions
 - * Basic overnight stay facilities

Other projects

- UPT Hotel area upgradation/augmentation
 - * Landscaping over approximately a 2 acre area on the back-area of the hotel; options for open-air restaurants, boating club etc. as means to augment income.

CONCLUDING OBSERVATIONS

9.46 A brief inventory of major religious sites has already been covered and is reproduced below:

Western UP	South West UP (Bundelkhand)	Central UP (Awadh)	East UP	South East UP
Religious: Hinduism				
Agra / Fatehpur Sikri Mathura/ Vrindavan Hastinapur Garhmukteshwar	Chitrakoot	Ayodhya Kannauj	Gorakhpur	Varanasi Allahabad Jaunpur Sringeripur Kampil
Religious: Islamic				
Agra / Fatehpur Sikri		Kannauj		Varanasi Jaunpur
Religious: Buddhist				
Sankisa			Kushinagar Shravasti	Sarnath
Religious: Sikhs				
Agra Mathura		Lucknow Ayodhya		Allahabad Mirzapur/ Aroha Bhaili Varanasi
Religious: Jain				
Hastinapur	Deogarh Mahoba	Ayodhya	Shravasti	Varanasi Kampil Kaushambhi Pabhosa Pawannagar Kakandi
Religious: Christians				
Sardhana				

9.47 In principle, the various established religious sites, including the ones not specifically detailed in the present chapter can be covered under a special zoning concept:

- To preserve their unique identity
- To enable pilgrims' visitage without disturbance and supported with basic conveniences/facilities, where required
- To enable non-pilgrims to visit, wherever possible and permissible, arising from their interest in cultural/Indian heritage

9.48 The proposed special zoning concept, based on voluntary participation of the managing authorities of the specific religious sites is covered in Chapter 12.

BACKGROUND INFORMATION

EXISTING TOURISM SITUATION

- TOURISM TRAFFIC
- ACCESSIBILITY ASSESSMENT

EXISTING TOURIST PROFILE

(Ten years past details provided in Appendix X)

The Buddhist Circuit Based Locations

Foreign

	1997	1998	1999	2000	Growth
Sarnath	10517	7482	15168	8115	-8%
Kushinagar	14688	10694	14861	15277	1%
Kapilavastu	9922	3533	13950	16810	19%
Siddharthnagar	1	40	7	1522	1050%
Shravasti	15200	15205	15851	15900	2%
Kaushambhi	1236	1845	2029	2248	22%
Sankisa	2600	2818	3116	3227	7%

Source: UP Tourism

- The tourist traffic to most places has been increasing
- Sarnath has shown a decrease in number of tourists

Domestic

	1997	1998	1999	2000	Growth
Sarnath	NA	99719	114858	74872	
Kushinagar	16315	17339	18379	17364	1%
Kapilavastu	1394	1002	3166	6096	64%
Siddharthnagar	1695	4759	5722	4495	38%
Shravasti	15200	15205	15851	15900	2%
Kaushambhi	30567	36486	40134	44247	13%
Sankisa	22692	25540	26332	28575	8%

Source: UP Tourism

- The domestic traffic to most places has been increasing
- However a few of them could be business travelers

Hindu Religious Sites

Garhmukteshwar

	1997	1998	1999	2000	Growth
Foreign					
Domestic	391037	405635	440570	460600	6%

Source: UP Tourism

- Despite proximity to Delhi few foreigners visit Garhmukteshwar
- Most domestic pilgrims belong to low income groups

Allahabad

Foreign Tourists

9.49 This area attracts the least number of tourists among all other areas of the state. The total arrivals of foreign tourists in this area is as follows:

	1997	1998	1999	2000	Growth
Allahabad	5765	6341	6975	7672	10%
Shrigverpur	389	465	511	563	13%
Belhadevi					

Source: UP Tourism

- Most of the foreign visitors are expected to be tourists given the relatively smaller industry base of Allahabad
- The growth has been a steady 10% for Allahabad

Mathura/ Vrindavan

Foreign

	1997	1998	1999	2000	Growth
Bateshwar	250	320	150	160	-14%
Mathura	18470	18930	20550	20860	4%
Vrindavan	12110	12215	15275	15760	9%
Govardhan	3010	3072	3105	3210	2%
Kusum Sarovar	410	470	890	910	30%
Barsana	1105	1120	1200	1250	4%
Nandgaon	890	915	947	970	3%
Gokul	540	590	605	630	5%
Radhakhand	830	850	876	890	2%
Mahavan	150	170	180	190	8%

Source: UP Tourism

- Mathura/ Vrindavan do get a good number of tourists. However visits to other surrounding places is very less (reflecting the poor state they are in)

Domestic

9.50 This area attracts a large number of visitors. The domestic visitors arrival in the area are as follows:

	1997	1998	1999	2000	Growth
Allahabad	6738436	7412277	8153504	8765784	9%
Shrigverpur	92745	102019	112620	126134	11%
Belhadevi	28432	32696	36619	41013	13%
Total	6890180	7583478	8342877	8977178	9%

Source: UP Tourism

- Allahabad is a major pilgrim centre as well as a commercially important city.

	1997	1998	1999	2000	Growth
Bateshwar	31500	39000	300000	305000	113%
Mathura	5460220	5537216	5630200	5864300	2%
Vrindavan	2981695	3007618	3020230	3118945	2%
Govardhan	5010805	5072410	5084300	5196750	1%
Kusum Sarovar	1570650	1608370	1615456	1740280	3%
Barsana	2555800	2590205	2602680	2735200	2%
Nandgaon	1415100	1485440	1500724	1595260	4%
Gokul	340650	370730	395160	410470	6%
Radhakhand	2842320	2865650	2884255	2920530	1%
Mahavan	98022	100300	101645	198720	27%

Source: UP Tourism

- Mathura/ Vrindavan receive all kinds of tourists

Ayodhya/ Faizabad

Foreign

	1997	1998	1999	2000	Growth
Faizabad	164	245	208	446	40%
Mahadeva					
Sukar Chetra					
Ayodhya	163	126	96	54	-31%
Ausaneshwar Mahadev Mandir					

Source: UP Tourism

- All foreign visitors to the area are mostly NRIs

Domestic

	1997	1998	1999	2000	
Faizabad	40850	38378	39934	45591	4%
Mahadeva	394000	478500	520000	368500	-2%
Sukar Chetra	19812	95850	102050	110550	77%
Ayodhya	1327000	3878500	3058000	5132669	57%
Kotawa Dham			100000	130000	
Kunteshwar Devi Mandir			100000	120000	
Ausaneshwar Mahadev Mandir			100000	105000	

Source: UP Tourism

- The region is full of religious places and most of the visitors are pilgrims

Varanasi

9.51 Tourism profile for Varanasi has already been covered in Chapter 4.

Islamic Religious Sites

Deva Sharif

	1997	1998	1999	2000	Growth
Foreign					
Domestic	253000	377500	381000	2640000	119%

Source: UP Tourism

Kantit Sharif

9.52 Kantit Sharif attracts around 3 to 3.5 lakhs pilgrims every year

Christian Religious Sites

Sardhana

	1997	1998	1999	2000	Growth
Foreign	20	60	70	125	84%
Domestic	209798	235810	242610	250000	6%

Source: UP Tourism

ACCESSIBILITY

The Buddhist Circuit Based Locations

9.53 Buddhist sites lie on the Eastern part of UP. Mainly Varanasi and to some extent Gorakhpur and Lucknow are gateways to the Buddhist Circuit. Roads and rail connectivity is via these gateways. There are a few airstrips in the area but there are no regular flights.

Hindu Religious Sites

Garhmukteshwar

Train

9.54 Garhmukteshwar is close to Merrut and Delhi. No major train stops in the close stations.

Roads

9.55 Garhmukteshwar lies on Lucknow Delhi highway with good connectivity from Delhi and Merrut

Airways

9.56 Delhi is the closest airport

Implications

- Main gateway to the area will be Delhi

Allahabad

9.57 Allahabad is a major city of UP. Its connectivity with other parts of the country is assessed below:

Rail

9.58 The trains to Allahabad from major cities are as follows:

North	South	West	East
New Delhi <ul style="list-style-type: none">• 17 trains	Bangalore <ul style="list-style-type: none">• No trains	Mumbai <ul style="list-style-type: none">• 9 trains (6 daily)	Kolkata <ul style="list-style-type: none">• 10trains (7daily)
Agra <ul style="list-style-type: none">• 2 trains (1 weekly)	Chennai <ul style="list-style-type: none">• 1 trains (twice a week)	Bhopal <ul style="list-style-type: none">• 3 trains (2 thrice a week)	Patna <ul style="list-style-type: none">• 13trains(10 daily)

Jaipur • 2trains(1weekly)	Hyderabad • 1train (twice)	Ahmedabad • 1 train (twice)	Varanasi • 18trains(5 daily)
Lucknow • 3trains (1 twice)	Trivandrum • 1 train (weekly)		

- Connectivity with Delhi, Varanasi, Kolkata, Mumbai and Patna is good
- Lack of good connectivity with important tourist gateways like Jaipur and Agra
- Poor connectivity with South India, Rajasthan and Gujarat

Road

9.59 The following Highways pass through Varanasi

No.	Route	Total Length (kms)
	National Highway	
2	Delhi – Mathura - Agra – Kanpur - Allahabad - Varanasi – Mohania - Barhi Palsit – Baidyabati - Bara - Calcutta	1465
27	Allahabad - Mangawan	93
76	Pindwara - Udaipur – Mangarwar - Kota - Shivpuri – Jhansi – Banda - Allahabad	1007
	State Highways	
7	Allahabad- Phulpur- Shahaganj – Maharajganj – Gorakhpur	108
9	Allhabad-Sultanpur-Faizabad-Uttraula	64
38	Allahabad – Unnao – Bilgram	271

- Allahabad has good road connectivity with Delhi, Kanpur, Varanasi & Kolkata

Air (daily flights)

- Allahabad has an airstrip. However there are no regular flights. A few charter flights operate during the Kumbh

Implications

- The major implication of the above is relatively poor connectivity with Southern part of the country leads to lower inflow of tourists/ pilgrims

Mathura

9.60 Mathura is a major religious city of UP. Its connectivity with other parts of the country is assessed below:

Train

9.61 Mathura is well connected with South, Central and West parts of the country. However connectivity from east of the country is through Delhi. Mathura is poorly connected with other tourist locations like Varanasi (just 1 train) and Allahabad (just 1 train) and the capital of Lucknow (2 trains). Similarly the connectivity with the tourist centres of Jaipur and other part of Rajasthan is poor.

Roads

9.62 Mathura has excellent road connectivity with Delhi via NH 2 (Delhi - Mathura- Agra- Kanpur-Allahabad -Varanasi–Calcutta). This is the main highway connecting Mathura to other parts of the country.

Airways

9.63 Mathura has no airport.

9.64 With the coming up of Greater Noida international airport and Greater Noida Expressway, Mathura will be just one and a half-hours way from Delhi.

Faizabad/ Ayodhya

Train

9.65 Faizabad is well connected with Northern and Eastern parts of the country. Faizabad is well connected with other tourist locations like Varanasi and the capital of Lucknow. However, it is badly connected with other tourist locations Agra and Jaipur and the pilgrimage centre of Allahabad.

Roads

9.66 Faizabad is located on NH 31 and is well connected with Lucknow.

Airways

9.67 Faizabad does not have any airport.

Implications

- The major implication of the above is relatively poor connectivity with Southern part of the country leads to lower inflow of tourists/ pilgrims

Religious Christian

Sardhana/ Hastinapur

Train

9.68 Sardhana is very close to Merrut which is well connected with Delhi. However for connectivity with East, West and South, Delhi is the gateway.

Roads

9.69 Sardhana lie on a district/ state roads. It takes just around two and half-hours to reach these places from Delhi. However they are very close to the Delhi – Hardwar/ Dehradun road (NH 58).

Airways

9.70 There is no airport in these areas. Delhi is the closest airport

10.00 INVESTMENT PLAN

{This chapter covers Points no i, iii,x,xvii,xviii of the Guidelines}

10.01 This chapter covers:

- the investment plan derived from aggregation of various projects on a region-wise and phase-wise basis.
- the main agency for coordinating or implementing the above
- the main activities involved in undertaking the major project categories
- The funding options and source categories

10.02 The success of tourism in Uttar Pradesh will be dependent on the completion of various projects in the state. This chapter is a summary of various tourism projects which are critical for tourism development that have been identified during the field visits. This chapter provides a broad summary of the identified tourism projects. These projects have been phased for three phases:

- Phase 1 (Year 1 to 5)
- Phase 2 (Year 6 to 10)
- Phase 3 (Year 11 to 20)

10.03 All the project costs have been estimated based on broad industry norms. However for accurate estimations detailed studies have to be conducted. The total aggregate investments for the three phases can be summarised as follows:

(Figures in Rs. lakhs)

	Phase 1	Phase 2	Phase 3	Total
Total Investments	115138	187636	43246	346020

10.04 These investments exclude an investment of about Rs.4,300 crores to be spent in construction of new hotels to accommodate increasing tourism traffic (Refer to Appendix-III). This amount is envisaged to be invested almost entirely by the private sector. This total investment of Rs.7800 crores is expected to be funded 60% by private sector and 40% by government sector. However the share of private sector could be increased further through strategies such as:

- Undertaking road projects through BoT where possible
- Soliciting contributions from visitors including pilgrims for construction of specified attractions (e.g. Ghats for pilgrims)
- Inviting sponsorship from corporates and other associations and institutions (travel trade associations, merchant associations)

DEVELOPMENT PROJECTS

10.05 A list of development projects to be undertaken in various regions is presented in the tables below. The list also includes the main implementing agency for these projects. However UP Tourism will be the main coordinator for all the projects since they are tourism oriented. (Refer to Appendix-II for employment potential of projects)

Projects in South East UP (Varanasi)

10.06 The projects to be undertaken in various places and the relevant agencies that will implement these projects are as follows:

Varanasi

(Figures in Rs.lakhs)

Project	Implementation in			Main Agency
	Phase 1	Phase 2	Phase 3	
Ring road project	30000	30000		PWD
Ghat projects	500	0	0	PWD
Ghat amenities	125	0	0	PWD
City Zoning Project	10	0	0	Local Administration
Museum	500	0	0	Archaeology
Special Landscaping projects	4858	8097		Horticulture
Extremely damaged monument restoration	500	0	0	Archaeology
Overhead Water tank Jain temple	100	0	0	UP Jal Nigam
Pilgrims disembarkation/ basic camp site	0	100	0	Local Administration
Ganga Action Plan				
City roads	0	3375	0	Local Administration
Popular City Galis	225	0	0	Local Administration
Special pilgrim pathway project	2700	0	0	Local Administration
Kund project	390	0	0	UP Jal Nigam
Miscellaneous as per UPT	10280	0	0	PWD
Special Marketing Budget	1000	0	0	UPT
Community Sensitisation	10	0	0	UPT
Special Cruise Project	0	0	618	UPT, Inland water Authority
Village tourism project	0	0	67	UPT, Block development office
<i>Sub Total</i>	<i>51198</i>	<i>41572</i>	<i>685</i>	

Chunar

(Figures in Rs.lakhs)

Project	Implementation in			Main Agency
	Phase 1	Phase 2	Phase 3	
Accommodation	0	7500	15000	Private
Museum	0	100	0	Archaeology
Recreated tourist village	0	7	0	PWD/ culture
Pottery Complex	0	1	0	Culture
Boating facilities Jetty	0	3	0	UP Irrigation
Horse Riding	0	5	0	Private
Lighting	0	200	0	PWD
Landscaping	400	400	400	Horticulture
Bridge	2000	0	0	UP Bridge Co.
Administrative Office	10	0	0	PWD
Fort renovation	1000	0	0	Archaeology
Sewerage	100			Local Administration
Signage	2	0	0	Archaeology
Internet Café	10	0	0	Private
<i>Sub Total</i>	<i>3522</i>	<i>8216</i>	<i>15400</i>	

Chandraprabha

(Figures in Rs.lakhs)

Project	Implementation in			Main Agency
	Phase 1	Phase 2	Phase 3	
Amenities (Canteen/ Toilets)	10	0	0	PWD
Log huts	0	50	50	PWD
Camping ground/ Tent House	1.5	1.5	1.5	Horticulture/ Others
Smokeless Gensets	0	30	0	UPT
Village accommodation/ Tourism	0	50	50	PWD
Museum	0	500	500	Archaeology
Adventure sports	0	0	10	Private
STD/PCO booth	3	0	0	Private
Basic Medical Facilities	1	0	0	UP Medical Services
Internet Café	10	0	0	Private
<i>Sub Total</i>	<i>26</i>	<i>632</i>	<i>612</i>	

Naugarh

(Figures in Rs.lakhs)

Project	Implementation in			Main Agency
	Phase 1	Phase 2	Phase 3	
Fort renovation	300	0	0	Archaeology
Boating shiftable jetty	3	0	0	UP Irrigation

Amenities (Canteen/ Toilets)	10	0	0	PWD
Camping ground/ Tent House	1.5	1.5	1.5	PWD
Internet Café	10			Private
<i>Sub Total</i>	325	2	2	

Jaunpur

(Figures in Rs.lakhs)

Project	Implementation in			Main Agency
	Phase 1	Phase 2	Phase 3	
Internal Sewerage (15 sq.mt.)	0	0	50	Local Administration
Overhead Water tank for supply	0	0	100	UP Jal Nigam
Road strengthening 5 kms	0	0	63	PWD
Indian Islamic Cultural Center	0	0	100	UPT/ Trust
Jaunpur Fort renovation/ Signage	0	0	100	Archaeology
Internet Café	10	0	0	Private
Jaunpur Fort mini museum	0	0	20	Archaeology
Recreat turkish bath	0	0	500	Archaeology
Amenities (Canteen/ Toilets)	0	0	10	PWD
Landscaping/ Garbage removal	0	0	20	Horticulture
House boats	0	0	20	Private
<i>Sub Total</i>	10	0	983	

Projects in South East UP (Allahabad)

10.07 The projects to be undertaken in various places and the relevant agencies that will implement these projects is as follows:

Allahabad

(Figures in Rs.lakhs)

Project	Implementation in			Main Agency
	Phase 1	Phase 2	Phase 3	
Sang: Signage	10	0	0	Local Administration
Fort: Patal Mandir pathway	1			PWD
Fort: Landscaping	20	0	0	PWD
Fort: Renovation after army vacates	0	200	0	Archaeology
Khusro Bagh: Monument lighting	50	0	0	PWD
Khusro Bagh: Landscaping	80	0	0	Horticulture
Special Cruise Project	0	0	927	UPT, Inland water Authority
Village tourism project	0	0	67	UPT, Block development office
<i>Sub total</i>	161	200	994	

Kaushambhi

(Figures in Rs.lakhs)

Project	Implementation in			Main Agency
	Phase 1	Phase 2	Phase 3	
Improve Road to Allahabad	200	0	0	PWD
Connectivity with NH 76	0	2750	0	PWD
Amenities at the site	50	0	0	PWD
<i>Sub total</i>	<i>250</i>	<i>2750</i>	<i>0</i>	

Central UP (Awadh)

10.08 The projects to be undertaken in various places and the relevant agencies that will implement these projects is as follows:

Lucknow

(Figures in Rs.lakhs)

Project	Implementation in			Main Agency
	Phase 1	Phase 2	Phase 3	
General package monument uplift/maintenance clearance	150	0	0	Archaeology
Residency Museum	500	0	0	Archaeology
Event sports project	500	0	0	Culture Department
Trains				
Special Marketing Budget	1000	0	0	UPT
Community Sensitisation	100	0	0	UPT/ Culture
Promenade along Gomti + Cruise	0	0	2200	PWD
Lucknow Airport upgradation	0	20000	0	Ministry of Civil Aviation/ UPT
Village tourism project	0	0	67	UPT, Block development office
<i>Sub total</i>	<i>2250</i>	<i>20000</i>	<i>2267</i>	

Dudhwa

(Figures in Rs.lakhs)

Project	Implementation in			Main Agency
	Phase 1	Phase 2	Phase 3	
Log huts	20			Wildlife
Genset	100	0	0	Wildlife
Road project (40 km)	500	0	0	PWD
Battery operated buses	50	0	0	Wildlife
Forest outskirts/ meditation retreat	0	10	0	Wildlife
Camping area	1	0	0	Wildlife
Sports	10	0	0	Wildlife

Internet Café	10	0	0	
<i>Sub total</i>	<i>691</i>	<i>10</i>	<i>0</i>	

Singahen Heritage palace complex

(Figures in Rs.lakhs)

	Implementation in			Main Agency
Project	Phase 1	Phase 2	Phase 3	
Hotel cum retreat	0	1000	0	Private
Mini Golf Course	0	1000	0	Private
Singahen Royal Crafts Haat	0	100	0	PWD
Tourism village	0	50	0	PWD
<i>Sub total</i>	<i>0</i>	<i>2150</i>	<i>0</i>	

South West UP

10.09 The projects to be undertaken in various places and the relevant agencies that will implement these projects is as follows:

Jhansi

(Figures in Rs. lakhs)

	Implementation in			Main Agency
Project	Phase 1	Phase 2	Phase 3	
Jhansi Fort: Restoration	200	0	0	Archaeology
Jhansi Fort: Lighting	100	0	0	UPT
Jhansi Fort: Restoration of Panchmahal	50	0	0	Archaeology
Jhansi Fort: Cultural programs facilities	100	0	0	UPT/ Culture
Jhansi Fort: Parking / Amenities	50	0	0	PWD/ Local Administration
Jhansi Fort: Landscaping	80	0	0	Horticulture
Jhansi Fort: Signage	1	0	0	Archaeology
Rani Mahal restoration	50	0	0	Archaeology
Rani Jhansi Park: Landscaping	80	0	0	Horticulture
Special Marketing Budget	100	100	0	UPT
Community Sensitisation	0	10	0	UPT
Special train(Ganga heartland) Project	0	0	1500	Indian railways, UPT
<i>Sub total</i>	<i>811</i>	<i>110</i>	<i>1500</i>	

Jhansi outskirts NH 25 to Kanpur

(Figures in Rs. lakhs)

Project	Implementation in			Main Agency
	Phase 1	Phase 2	Phase 3	
Kanariya Devi Access road (1km)	0	12.5	0	PWD
Parichha Dam: Water sports	50	0	0	UPT/Culture
Parichha Dam: Amenities	10	0	0	PWD
Ammragarh Fort: Heritage Hotel	0	7500	0	Private
Badwar Jheel beautification	0	50	0	PWD
Samthar Fort: Heritage Hotel/ Tourist Complex	0	7500	0	Private
Erich access road	0	12.5	0	PWD
Erich Monument Conservation	20	0	0	Archaeology
Erich site beautification	0	40	0	Horticulture
Todi Fatehpur Fort: restoration	50			Archaeology
Todi Fatehpur Fort: beautification/ Development	0	50	0	Horticulture
Todi Fatehpur Fort: access road	0	12.5	0	PWD
<i>Sub total</i>	<i>130</i>	<i>15178</i>	<i>0</i>	

Jhansi outskirts NH 26 to Lalitpur

(Figures in Rs.lakhs)

Project	Implementation in			Main Agency
	Phase 1	Phase 2	Phase 3	
Sukhwa Dukhwa camping	5			Private
Sukhwa Dukhwa amenities	50	0	0	PWD
Matatila Dam beautification	10	0	0	UP Irrigation/ UPT
Talbehat access road	12.5	0	0	PWD
Talbehat fort restoration	200	0	0	Archaeology
Talbehat lake development	100	0	0	PWD
<i>Sub total</i>	<i>377.5</i>	<i>0</i>	<i>0</i>	

Deogarh

(Figures in Rs.lakhs)

Project	Implementation in			Main Agency
	Phase 1	Phase 2	Phase 3	
Deogarh Jain Temples restoration	200	0	0	Archaeology
Deogarh pathways	50	0	0	PWD
Deogarh landscaping	1000	0	0	Horticulture
Deogarh: River Island Development	0	500	0	UP Irrigation
Deogarh: Dasavtar temple restoration	20	0	0	Archaeology
Deogarh: Dasavtar Complex landscaping	200	0	0	Horticulture
<i>Sub total</i>	<i>1470</i>	<i>500</i>	<i>0</i>	

Jhansi outskirts NH 76 to Khajuraho

(Figures in Rs.lakhs)

Project	Implementation in			Main Agency
	Phase 1	Phase 2	Phase 3	
Barua Sagar Fort: Restoration	50	0	0	Archaeology
Barua Sagar Lake Boating	5	0	0	PWD
Barua Sagar Parking	10	0	0	PWD
Barua Sagar Fort access road	12.5	0	0	PWD
Jarai Math: Amenities	10	0	0	PWD
Kamla Sagar Dam landscaping	200	0	0	Horticulture
Kamla Sagar Dam access road	12.5	0	0	PWD
<i>Sub total</i>	<i>300</i>	<i>0</i>	<i>0</i>	

Chitrakoot

(Figures in Rs.lakhs)

Project	Implementation in			Main Agency
	Phase 1	Phase 2	Phase 3	
Chitrakoot Dham road improvement	12.5	0	0	PWD
Chitrakoot Development plan	50	0	0	Consultancy
Chitrakoot: Ganeshbagh Monument Restoration	50	0	0	Archaeology
Chitrakoot: River Cleaning project				UP Irrigation
Chitrakoot: Bharat Koop beautification	0	50	0	PWD
Chitrakoot: Ganeshbagh access road	0	12.5	0	PWD
<i>Sub total</i>	<i>113</i>	<i>63</i>	<i>0</i>	

Mahoba

(Figures in Rs.lakhs)

Project	Implementation in			Main Agency
	Phase 1	Phase 2	Phase 3	
Mahoba: Rahila Sagar sun temple restoration	50	0	0	Archaeology
Mahoba: Karkarmath temple restoration	50	0	0	Archaeology
Mahoba: Restoration of other monuments	50	0	0	Archaeology
Mahoba: Gorakhgiri development plan	50	0	0	Consultancy
Mahoba: Gorakhgiri development plan implementation		5000	5000	UPT
Mahoba: Vijay Sagar Pakshi Vihar development	0	100	0	Wildlife
Charkhari lake boating	0	5	0	PWD
Charkhari lake Talkothi development	0	100	0	
Charkhari Amenities	0	20	0	PWD
<i>Sub total</i>	<i>200</i>	<i>5225</i>	<i>5000</i>	

Banda

(Figures in Rs.lakhs)

Project	Implementation in			Main Agency
	Phase 1	Phase 2	Phase 3	
Bameshwar temple alternate access				PWD
Nawab palace remains rest/beautification	0	0	100	Archaeology
Kalinjar Fort Development plan implementation	100	100	0	Archaeology
Attarra -Naraini road (40kms)	500			PWD
Jalaun	0	500	0	Archaeology
<i>Sub total</i>	<i>600</i>	<i>600</i>	<i>100</i>	

Western UP

10.10 The projects to be undertaken in various places and the relevant agencies that will implement these projects is as follows:

Agra

(Figures in Rs.lakhs)

Project	Implementation in			Main Agency
	Phase 1	Phase 2	Phase 3	
Taj National Park	0	14000	0	PWD, Horticulture
Deluxe Shuttle Rail Bus between Agra & Fatehpur Sikri	150	0	0	Private/ Railways
Visitors Centre	400	0	0	PWD
Yamuna Bridge	0	10000	0	UP Bridge
Boats & Jetties	0	600	0	PWD
Amenities	1000	0	0	PWD
Agra internal road development	1000	0	0	PWD
Fatehpur Sikri: Light & Sound Show	65	0	0	PWD
Fatehpur Sikri: Amenities	50	0	0	PWD
Village tourism project	0	0	67	UPT, Block development office
Covering of drains	150	0	0	PWD, Local Administration
<i>Sub total</i>	<i>2815</i>	<i>24600</i>	<i>67</i>	

Mathura/ Vrindavan

(Figures in Rs.lakhs)

Project	Implementation in			Main Agency
	Phase 1	Phase 2	Phase 3	
Development of Vrindavan	100	0	0	PWD
Renovation of ghats Vrindavan	1000	0	0	PWD
Roads around Vrindavan	50	0	0	PWD
Sound & Light show at Jaipur Mandir	0	150	0	PWD
Flood lighting of Govind Deo temple at Vrindavan	0	20	0	PWD
Plantation of the Parikrama Road & other roads	50	0	0	Horticulture
Improvement of Parikrama road	0	600	0	PWD
Hygiene Sensitization project	50	0	0	UPT, Local Administration

Renovation of ghats	1000	0	0	PWD
Amenities in Vrindavan	50	0	0	PWD
Internal road Development Mathura	1000	0	0	PWD
Renovation of ghats Mathura	1000	0	0	PWD
Upgradation of Museum at Mathura	0	500	0	Archaeology
Establishment of theme park near Gokul Barrage	0	1000	0	
Other road projects	0	140	0	PWD
<i>Sub total</i>	<i>4300</i>	<i>2410</i>	<i>0</i>	

Buddhist Circuit

10.11 The projects to be undertaken in various places and the relevant agencies that will implement these projects is as follows:

(Figures in Rs.lakhs)

Project	Implementation in			Main Agency
	Phase 1	Phase 2	Phase 3	
Commemorative Statues / Sacred art works	0	12500	0	Archaeology/UPT(Pri vate Foundations)
Kapilavastu Tourist Village	50	0	0	PWD/UPT
Roadways	40000	40000	0	PWD
Conservation of Monuments	50	0	0	Archaeology
Amenities	50	0	0	PWD
Miscellaneous	0	1700	0	PWD
Deluxe/AC tourism Buses	150	0	0	UPT/State Transport Corporation
Village based Facilitation Centers	10	10	10	Block development Offices/UPT/DM's Office
Sensitization programs	20	0	0	UPT/Culture
New roads(To reduce distance tourist sites)	1250	0	0	PWD/UPT
Unutilized Airport Maintenance/Conservation	10	10	10	AAI/UPT
Village tourism project	0	0	67	UPT, Block development office
Special train(Ganga heartland) Project	0	0	1500	Indian railways, UPT
<i>Sub Total</i>	<i>41590</i>	<i>54220</i>	<i>1587</i>	

Greater Noida

10.12 The projects to be undertaken in various places and the relevant agencies that will implement these projects is as follows:

(Figures in Rs.lakhs)

	Implementation in			Main Agency
Project	Phase 1	Phase 2	Phase 3	
Recreation Entertainment Zone	4000	8000	8000	Private
Golf Course / Hotel Complex		1000	1000	Private
<i>Sub Total</i>	<i>4000</i>	<i>9000</i>	<i>9000</i>	

Other Areas

10.13 The projects to be undertaken in various places and the relevant agencies that will implement these projects is as follows:

(Figures in Rs.lakhs)

	Implementation in			Main Agency
Project	Phase 1	Phase 2	Phase 3	
Hastinapur	0	100	0	PWD
Garhmukteshwar	0	0	5000	PWD/UPT/Irrigation
Sardhana	0	100	0	PWD
Sub Total	0	200	5000	

Total Investments

10.14 The planned aggregate investments, excluding hotel/ accommodation related investments, across the various phases and according to different projects is provided below:

(Figures in Rs.lakhs)

	Phase 1	Phase 2	Phase 3	Total
South East UP A				
Varanasi	51198	41572	685	93455
Chunar	3522	8216	15400	27138
Chandraprabha	26	632	612	1269
Naugarh	325	2	2	328
Jaunpur	10	0	983	993
<i>Sub total</i>	<i>55080</i>	<i>50421</i>	<i>17681</i>	123182
South East UP B				
Allahabad	161	200	994	1355
Kaushambhi	250	2750	0	3000
<i>Sub total</i>	<i>411</i>	<i>2950</i>	<i>994</i>	4355

Central UP				
Lucknow	2250	20000	2267	24517
Dudhwa	691	10	0	701
Sigahen	0	2150	0	2150
<i>Sub total</i>	<i>2941</i>	<i>22160</i>	<i>2267</i>	27368
South West UP				
Jhansi + Surroundings	1619	15288	1500	18406
Deogarh	1470	500	0	1970
Mahoba	200	5225	5000	10425
Banda incldg Kalinjar	600	600	150	1350
Chitrakoot	113	63	0	175
<i>Sub total</i>	<i>4001</i>	<i>21675</i>	<i>6650</i>	32326
Western UP				
Agra	2815	24600	67	27482
Mathura/ Vrindavan	4300	2410	0	6710
<i>Sub total</i>	<i>7115</i>	<i>27010</i>	<i>67</i>	34192
Buddhist Circuit				
<i>Sub total</i>	<i>41590</i>	<i>54220</i>	<i>1587</i>	97397
Greater Noida				
<i>Sub total</i>	<i>4000</i>	<i>9000</i>	<i>9000</i>	22000
Others				
<i>Sub total</i>	<i>0</i>	<i>200</i>	<i>5000</i>	5200
Total	115138	187636	43246	346020

Investment and Phasing by Project Category

Sr. No	Category	Total Investment (Rs. Lakhs)	Phasing		
			Short term	Medium Term	Long Term
1	Connectivity Infrastructure				
	• Airports(C2)	20030	10	20010	10
	• Link Roads/ Approach roads/Bridges(C1)	166615.5	79662.5	86890	63
2	Tourism Related Infrastructure				
	• Special Upmarket Retreats(C2)	23500	-	8500	15000
	• Resorts/ Camping Sites(C3)	65	59	3	3
	• Wayside Facilities(C1)	134	124	-	10
3	Tourism Products				
	• Museum Related(C3)	3751	2031	1100	620
	• Forts Related(Renovation & Cultural Activities/) (C1)	22203.5	1741	15362.5	5100
	• Tourist site enhancement(C1)	33069.5	4869.5	20330	7870
	• Adventure/Sports(C3)	24153	4513	10610	9030
	• Recreated Heritage Village/Craft Village Related oriented to high income segment tourists(C3)	448	80	258	110
	• Village tourism Experience(C3)	385	-	-	385
	• Meditation/Yoga Retreat(C3)	10	-	10	-
	• Miscellaneous as per UPT(C2)	12156	10430	1726	-
	• River Cruise Projects(C3)	1545	-	-	1545
	• Special Train projects(C3)	3000	-	-	3000
4	Eco-Tourism/Nature Related				
	• Ghats Maintenance Projects(C1)	3625	3625	-	-
	• Specially Adapted Vehicle/Power facilities for forest areas(C2)	330	300	30	-
	• City Landscaping /natural ambience promotion/ conservation Projects(C1)	27017	4918	22097	-
	• Ponds/Kunds/Lake Development(C2)	1595	495	600	500
5	Others				
	• Community Sensitization(C2)	190	180	10	-
	• Marketing/Tourism promotion etc. Budgets(C2)	2200	2100	100	-
6	Total Outlay	346020	115138	187636	43246

10.15 In the optimistic scenario, it has been assumed that the funding and investment requirements of approximately Rs.7800 crores (at current price levels) over the twenty-year period would be met. In a less than optimistic scenario wherein funds/investment requirements are not fully met, alternate or contingency planning would have to be considered. This could take the form of options involving trade-offs. Some examples:

Option 1

Focus on hubs/projects/sites for accelerated development that are high income generating and where infrastructure is already well developed or is emerging to be highly developed.

- Examples: Lucknow and Greater Noida hubs.
- Allow other proposed hubs/ tourism sites to evolve gradually as tourism destinations

Option 2

Focus on hubs/locations for accelerated development where infrastructure, tourist products and facilities related investment could be primarily donor/soft loan driven and allow other proposed hubs/ tourism sites to evolve gradually as niche tourism destinations

- Examples: The Buddhist Circuit locations. Financial support prospects are possible from international Buddhist organisations, governments and corporates of predominantly Buddhist countries
- Varanasi and Agra (Taj): These are locations that themselves have high potential brand equity as national and international heritage centres which forms a strong basis for raising national (general public) and international grant/soft term funding support.

Option 3

Accept as a principle of state policy (for implementation on a state-wide basis) that tourism led development be accorded highest priority in terms of regional allocation of resources. This would imply that districts covering defined hub/satellite locations and religious sites would have priority in resource allocation over other districts.

Option 4

Formulation and adaptation of criticality guidelines for defining types of projects. In the previously given exhibit covering Investment and Phasing by Project Category, a three-tier criticality model has been provided. On a relative scale, projects have been grouped into three categories, C1, C2, and C3 as follows:

- C1: Most critical projects
- C2: Less critical (but important) category projects
- C3: Not critical but desirable for augmentation of attractions

These are rankings on a *on relative scale* reflecting the degree of positive impact on tourism development/tourism traffic.

C1 projects by definition are to be accorded first preference for funding and C2 projects, 2nd preference and subsequently C3 (The concept can be extended to cover further levels of criticality depending upon the degree of financial constraints).

As per the given model, the investment breakup for the 3 phases according to the project criticality criteria has been provided in the tables below:

Breakup of Investments (in Rs Lakhs)

	Phase 1	Phase-2	Phase-3
C1	94940	144679.5	13043
C2	13515	30976	15510
C3	6683	11981	14693
Total	115138	187636.5	43246

Percentage Breakup for Projects (in%)

	Phase 1	Phase-2	Phase-3
C1	82.46	77.11	30.16
C2	11.74	16.51	35.86
C3	5.80	6.39	33.98
Total	100	100	100

C1 Projects primarily comprise of infrastructure upgradation and tourist site enhancements that impact core attractions

- As seen from the above table, the maximum percentage of the investment outlay for Phase-1 and phase-2 has been assigned for C1 (Most critical) projects.

C2 Projects mainly comprise of varied tourist site enhancements, upgradation of air travel infrastructure and special landscaping and other promotional projects that help in supplementing the C1 category of projects for attracting and augmenting the tourist arrivals.

- As seen from the above table, the percentage share of investments for the C2 category of projects gradually increases from phase-1 to phase-3 and commands the highest share of the total investments for the phase-3 outlay.

C3 projects cover additional (optional on a relative scale) attractions and facilities/services which would help in attracting distinct tourist categories.

- The bulk of the C3 projects are envisaged to be undertaken in phase-3

10.16 The above stated options are indicative and directional. Furthermore, combinations of the above options can also be considered. The major objective in context, however, is to emphasize the critical importance of:

- The need for meeting the funding and investment targets through public and private sources.
- The need for UPT to play a catalyst role in evolving fund raising strategies and attracting private sector participation
- The need for UPT to continuously enhance their “marketing skills” in “selling” tourism priorities to other state and non-state agencies

ACTIVITIES INVOLVED

10.17 A typical activity schedule for implementation of various projects is presented below for different agencies and projects categories. These activities may broadly remain the same for each project category. However in some cases a few modifications / customisation may be required.

PWD

Road Projects

NO.	UP TOURISM	PWD	OTHERS	TIME FRAME
1	Identification of projects			Annual basis
2	Exploring funding options including BoT			Annual basis
3	Request for technical report from PWD			Annual Basis
4		Technical survey of the site (Civil/ Traffic etc.) & costing		Within 1 month on receiving request
5		Land Acquisition	Land Acq. – Local Admin	1 month
6	Rehabilitation projects		Rehabilitation	

			- NGOs	
7		Tenders to party		1 week
8			Construction – Private	Depends on project
9		Inspection	Rectification	
10	Payment Arrangement			

Note: Regarding Funding

- Funding options to be explored could be State Government highway fund, District level funds, Municipality, Donations from trusts and individuals etc.
- Other options like BOT could also be explored
- Assistance from World Bank, Asian Development Bank and JBIC could also be sought

Road Repair Project

S.NO.	UP TOURISM	PWD	OTHERS	TIME FRAME
1	Identification of projects			Annual basis
2	Exploring funding options			Annual basis
3	Request for technical report from PWD			Annual Basis
4		Technical survey of the site (Civil/ Traffic etc.) & costing		Within 1 month on receiving request
5		Tenders to private party		1 week
6			Repairs – Private	Depends on project
7		Inspection	Rectification	
8	Payment Arrangement			

Construction of Amenities

S.NO.	UP TOURISM	PWD	OTHERS	TIME FRAME
1	Identification of projects			Annual basis
2	Exploring funding options – Private participation			Annual basis
3		Development of site specific designs		Within 1 month on receiving request
4		Tenders to private party		1 week
5			Construction - Private	Depends on project
6		Inspection	Rectification - Private	
7	Payment Arrangement			

Note: Amenities

- In case of well-known locations private parties could be given the permit to start activities there. The government could get a share of revenue from them.
- For locations that may become lucrative in the future, amenities could be sold off to private parties

Tourism Village Projects

S.NO.	UP TOURISM	PWD	OTHERS	TIME FRAME
1	Identification of projects		Inputs from Culture Dept.	Annual basis
2	Exploring funding options – Private participation			Annual basis
3		Development of site specific designs		Within 1 month on receiving request
4		Tenders to private party		1 week
5			Construction – Private	Depends on project
6		Inspection	Rectification – Private	
7	Payment Arrangement			

Note: Tourism Village Project

- In case of well-known locations private parties could be given the permit to start activities there. The government could get a share of revenue from them.
- For locations that may become lucrative in the future, could be sold off to private parties

Lighting Project

S.NO.	UP TOURISM	PWD	OTHERS	TIME FRAME
1	Identification of projects			Annual basis
2	Exploring funding options – Private participation			Annual basis
3		Engaging special consultants to develop lighting plans		Within 1 month on receiving request
4		Selection of implementing agency		
5		Tenders to private party		1 week
6			Installation - Private	Depends on project
7		Inspection	Rectification - Private	
8	Payment Arrangement			

Note: Lighting

- In case of well-known sites/ monuments private parties could be willing to sponsor (like Phillips in case of Residency).
- It is essential to work out arrangements for payments of lighting bills. This could be done either through arrangements with UP Power Corporation or could be built in the ticketing for the site
- For other locations government funding will be required

Pathways

S.NO.	UP TOURISM	PWD	OTHERS	TIME FRAME
1	Identification of projects		.	Annual basis
2	Exploring funding options – Private participation			Annual basis
3		Technical survey of the site (Civil/ Traffic etc.) & costing		Within 1 month on receiving request
4		Tenders to private party		1 week
5			Construction - Private	Depends on project
6		Inspection	Rectification - Private	
7	Payment Arrangement			

Bridges

S.NO.	UP TOURISM	PWD	OTHERS	TIME FRAME
1	Identification of projects		.	Annual basis
2	Exploring funding options – Private participation			Annual basis
3		Technical survey of the site (Civil/ Traffic etc.) & costing		Within 1 month on receiving request
4		Tenders to private party		1 week
5			Construction - Private	Depends on project
6		Inspection	Rectification - Private	
7	Payment Arrangement			

Local Administration

General Cleanliness around sites

S.NO.	UP TOURISM	LOCAL ADMINISTRATION	OTHERS	TIME FRAME
1	Monitoring		.	Weekly / site
2	Identify bad areas			Daily
3		Act on areas for improvement		

Note:

- General cleanliness is critical therefore a monitoring mechanism should be in place. Monitoring could be done by UP Tourism by officials of UPT in important places on a weekly basis. This report should be sent to the local administration.

Long term cleanliness/ sanitation Projects

S.NO.	UP TOURISM	LOCAL ADMINISTRATION	OTHERS	TIME FRAME
1	Monitoring & catalyze long term improvements		.	Weekly / site
2	Identify bad areas			Daily
3		Develop long term / short term solution		Project
4	Coordinate financing	Coordinate financing		
5		Award contracts		
6			Implementati on	
7		Inspection		
8		Payment		

Law & Order

S.NO.	UP TOURISM	LOCAL ADMINISTRATION	OTHERS	TIME FRAME
1	Register complaints from tourists & take up with local administration			On a daily basis
2		Local administration to act on these reports		On a daily basis

Note:

- A complaint mechanism needs to be devised so that any tourists facing harassment can get in touch with UPT. For this a tourist service hotline should be advertised in places like railway station, bus stands, taxi stands and should be mentioned in all hotel materials like bills, menu cards etc.
- This hotline service should be jointly operated by UP tourism and local administration

Department of Culture**Community Sensitization program**

S.NO.	UP TOURISM	DEPT. OF CULTURE	OTHERS	TIME FRAME
1	Develop programs to educate people about their heritage	Develop programs to educate people about their heritage	Experts on history, educationists	6 months
2	Seek sources of funding	Seek sources of funding		
3	Educate all stakeholders on importance of tourism	Develop programs to educate people about their heritage	Involve NGO, theater groups	On going projects for 2 years

Archaeology**Renovation**

S. NO.	UP TOURISM	ASI / STATE ARCHAEOLOGY	OTHERS	TIME FRAME
1	Identification of monuments	Identification of monuments		Annual basis
2	Exploring funding options – Private participation	Exploring funding options – Private participation		Annual basis
3		Technical survey of the site by ASI		1 month
4		Foreign expertise if required		2 weeks
5		Tenders to private party		1 week
6		Identifying suitable artisans		2 weeks
7	Payment Arrangement			Depends on project
8		Implementation		

Note:

- Identification of monuments should be done in collaboration with the concerned archaeology departments, so that the interest of the two do not clash

Development of Museums

S. NO.	UP TOURISM	ASI / STATE ARCHAEOLOGY	OTHERS	TIME FRAME
1	Identification of locations	Identification of locations		Annual basis
2	Funding options	Funding options		Annual basis
3	Developing Museum Concept Choosing artifacts	Developing Museum Concept Choosing artifacts	Niche experts for clothes like NIFT	2 months
4		Procuring artifacts/ exhibits		1 month
5			Building Construction – PWD	1 month
6	Payment Arrangement			

Note:

- Clear understanding with ASI/ State Archaeology with respect to museum concept
- Collaboration with period experts for clothes and cultural ambience will be needed – Celebrity Designers

Signage

S. NO.	UP TOURISM	ASI / STATE ARCHAEOLOGY	OTHERS	TIME FRAME
1	Identification of locations for signs	Identification of locations for signs		Annual basis
2	Designing all kinds of signage	Designing signage	Niche experts like NID/ Design house	3 months
4			Fitting signage - PWD	1 month
5			Building Construction – PWD	1 month
6	Payment Arrangement			

UP Irrigation

Jetties/ Boating Club

S. NO.	UP TOURISM	UP IRRIGATION	OTHERS	TIME FRAME
1	Identification of projects			Annual basis
2	Exploring funding options			Annual basis
4	Request for technical report from UP Irrigation			Annual Basis
5		Technical survey of the site (Flow etc.) & costing		Within 1 month on receiving request
6		Tenders to private party	Construction - Private	1 week
7		Inspection		Depends on project
8			Rectification	
9	Payment Arrangement			

UP Bridge Co.

Bridges

S. NO.	UP TOURISM	UP BRIDGE CORPORATION	OTHERS	TIME FRAME
1	Identification of projects			Annual basis
2	Exploring funding options			Annual basis
4	Request for technical report from UP Bridge Co.			Annual Basis
5		Technical survey of the site (Civil/ Traffic etc.) & costing		Within 1 month on receiving request
6		Tenders to private party		1 week
7		Inspection		Depends on project
8			Rectification	
9	Payment Arrangement			

UP Jal Nigam

Drinking Water Tanks

S. NO.	UP TOURISM	UP JAL NIGAM	OTHERS	TIME FRAME
1	Identification of projects			Annual basis
2	Exploring funding options			Annual basis
4	Request for technical report from UP Jal Nigam.			Annual Basis
5		Technical survey of the area (demand, water pressure etc.) & costing		Within 1 month on receiving request
6		Tenders to private party		1 week
7		Inspection		Depends on project
8			Rectification	
9	Payment Arrangement			

UP Horticulture

Landscaping

S. NO.	UP TOURISM	UP HORTICULTURE	OTHERS	TIME FRAME
1	Identification of projects			Annual basis
2	Exploring funding options			Annual basis
4	Request for technical report from UP Horticulture			Annual Basis
5		Invite private proposals / designs		Within 1 month on receiving request
6	Select project concepts	Select project concepts		1 month
6		Tenders to private party		1 week
		Construction		Depends on the project
7		Inspection		Depends on project
8			Rectification	
9	Payment Arrangement			

UP Wildlife


All Development projects

S. NO.	UP TOURISM	UP WILDLIFE	OTHERS	TIME FRAME
1	Identification of projects	Identification of projects		Annual basis
2	Exploring funding options	Exploring funding options		Annual basis
3		Wildlife impact study	Niche wildlife experts	Within 1 month on receiving request
4	Finalisation of project concept	Finalisation of project concept		
6		Tenders to private party		1 week
7		Inspection		Depends on project
8			Rectification	
9	Payment Arrangement			

UPT Marketing Plan*

10.18 UP Tourism will need to devise an elaborate marketing plan to publicise the various destinations and increase the awareness about UP's rich heritage to prospective domestic and foreign tourists. The marketing plan should be implemented from the first phase but only after immediate areas of concerns, basic infrastructure are addressed and the various site-related projects for augmentation of attractions are under implementation. The activities involved are as follows:

NO.	UP TOURISM	CULTURE/ ASI	OTHERS	TIME FRAME**
1	Formulate a marketing committee	Experts & heads from these departments	Finance, Planning department etc.	1 month
2	Engage consultants			2 month
3	Develop marketing plan	Develop marketing plan		6 months
4	Engage PR/ Ad agencies	Engage PR/ Ad agencies		3 months
5	Implement plan	Implement plan		

*Marketing promotion has to be undertaken on a continuous basis, during each  se.

**To be reviewed every 2~3 years

10.19 UP Tourism is expected to play a major role in the marketing of tourism; however the involvement of other agencies are also required. In this context UPT is expected to continue to play an important coordinating role.

FUNDING OPTIONS & SOURCES

10.20 Funding options/ sources, both national and international, in the context of the projects defined above and additionally for a few other relevant categories are presented in the following table:

CATEGORY	FUNDING SOURCES
Infrastructure Roads, sewerage/drainage, power projects etc.	<ul style="list-style-type: none"> • Central Government • State Government through relevant state agencies <ul style="list-style-type: none"> * The Infrastructure Initiative Fund (IIF) of UPSIDC; feasibility studies for infrastructure projects • Multilateral agencies: <ul style="list-style-type: none"> * Long term soft loans: ADB, WB, (and specially its related entities: IDA, IFC) UNDP etc. • Special bilateral country-to-country arrangements for long term soft loans/ grants. <ul style="list-style-type: none"> * E.g. OECF (now JIBC) for infrastructure for areas along Buddhist Circuit * Some agencies that support infrastructure projects with a social sector focus (sanitation, women's upliftment, poverty alleviation etc) :DFID (UK), India Canada Co-operation office (Canada), DANIDA (Denmark), Swedefund (Sweden) * NORAD (Norway), CIDA (Canada), etc. • In the case of special interest cities/destinations e.g.: Agra, Varanasi, UPT/state govt. can explore issuing long term bonds to the general public and to special interest groups. • Special airport infrastructure projects: <ul style="list-style-type: none"> * Varanasi: State * Greater Noida: State * Small airstrips: state/private • Special infrastructure project funding agencies such as ILFS, IDFC etc.
Tourism Administration/ Marketing and promoting UP as a tourism destination	<ul style="list-style-type: none"> • State Government • Partly can attempt to obtain selective sponsorship on a case to case basis from leading members of the hospitality and travel trade industry (e.g.: funding of familiarisation tours to leading members of national and international media, subsidised or free accommodation offers etc.) • Central government: under MDA, if applicable

CATEGORY	FUNDING SOURCES
Tourism attractions: General	<ul style="list-style-type: none"> • Private sector entrepreneurs primarily • Domestic and international. International constitutes FDI. • TFCI: Other FIs & Banks <p>(for small entrepreneurs)</p> <ul style="list-style-type: none"> • NSIC, UPFC, PICCUP <p>(If possible, the above should expand mandate to cover SSI entrepreneurs focussing on the tourism sector as against traditional factory/manufacturing segments; suitable guidelines have to be evolved in context. SIDBI's support mechanisms in regard to the above need to be strengthened)</p>
Tourism attractions: monuments & museums	<ul style="list-style-type: none"> • State Government- through State Archaeology • Central Government-through ASI • Wildlife related Museums: Forests Department. • Trust funds: <ul style="list-style-type: none"> * Certain monuments are already inherited, owned and managed by private trust funds. However, guidelines for maintenance and upkeep are required * Encourage creation of new special interest trusts for proposed new museums to raise funds from special interest private sources in India and overseas. <ul style="list-style-type: none"> – E.g.: Mughal Musuem~Agra – Eg:Wild-life/Nature Musuem-Chandraprabha • National Cultural Foundation of India (Fund for “protection, preservation, and promotion of national heritage”) is an existing institution that works to channelise public and private sector funds and itself has links to select other international institutions. • International monument conservation related institutions: Select examples: <ul style="list-style-type: none"> * World Monuments Fund * Japan Trust Fund for the Preservation of World Cultural Heritage * UNESCO * Agha Khan Foundation * Global Heritage Fund * Institutions that may be able to provide linkage with funding agencies such as: ICOMOS International Secretariat, Organisation of World Heritage Cities, International Centre for the Study of the Preservation and Restoration of Cultural Property etc. <p>(brief details of these organisations, including full contact details are presented in Appendix VI)</p> • Direct Corporate sponsors

CATEGORY	FUNDING SOURCES
Tourism: Theatre Groups, Cultural activities etc.	<ul style="list-style-type: none"> • State • Private theatre groups • UNESCO
Wildlife & Nature/ Landscaping (<i>for conservation etc.</i>)	<ul style="list-style-type: none"> • State Government <ul style="list-style-type: none"> * Irrigation, Forests, Horticulture, urban municipalities, district admin. Etc. • Corporate Sponsorships (can be explored) and creation of special interest trust funds • World Wildlife Fund • Nature Conservancy International (among or perhaps the world's largest private international conservation group) • Wildlife Conservation Fund, Singapore • IFAD (International fund for Agriculture Development – for nature and environment upkeep in rural areas) • Flora and Fauna International, UK etc.
River-asset preservation	<ul style="list-style-type: none"> • Ganga Action Plan Committee • Yamuna Action Plan Committee • Creation of special interest trust funds from general pilgrim/public <ul style="list-style-type: none"> * Raising of long term bonds issued to the general public in India and overseas • NGOs

11.00 EXPECTED TOURISM TRAFFIC AND EMPLOYMENT

{This chapter covers Points no. ix,xiv,xiv of the Guidelines}

11.01 The implementation of the projects mentioned in Chapter 10 is expected to increase the tourism traffic in the state of Uttar Pradesh. However, it is to be noted that implementation of these projects is critical for the development of tourism and any partial completion of projects may lead to more than proportionate decrease in tourist traffic. The expected tourism traffic in various areas of Uttar Pradesh have been estimated in this chapter with the assumption that all recommended projects will be implemented.

11.02 The increase in tourism related direct and indirect employment is also estimated in this chapter.

TOURISM TRAFFIC PROJECTIONS

11.03 Tourism forecast is provided factoring in three scenarios: optimistic, pessimistic and likely. The detailed estimates in this chapter (given on a location-wise basis) are in terms of the **likely scenario**. Details of other scenarios are provided in Appendix XI. It is important to note that the drivers and determinants for the scenarios differ on a location/geographical-hub basis.

11.04 A summary of the total tourist forecast on the basis of the optimistic, pessimistic and likely scenarios are provided in the exhibit given below :

(in numbers)

	Optimistic	Likely	Pessimistic
Short Term(phase-1) 0-5 Years	566 lakhs	514 lakhs	448 lakhs
Medium term(phase-2) 6-10 Years	843 lakhs	684 lakhs	517 lakhs
Long Term(phase-3) 11-20 Years	1973 lakhs	1240 lakhs	680 lakhs

Note: figures refer to annual visitage at the final year of the given phase

11.05 The total tourist arrivals for the state of UP in year 2000 are around 358 lakhs¹. The corresponding growth rates (CAGR) for all the 3 phases for each scenario are given in the table as under:

(in %)

	Optimistic	Likely	Pessimistic
Short Term(phase-1) 0-5 Years	8 %	6 %	4 %
Medium term(phase-2) 6-10 Years	8 %	6 %	3.5 %
Long Term(phase-3) 11-20 Years	8.5 %	6 %	3 %

The percentage growth assessment is a derived assessment based on aggregating the results/projections covering the various sites/geographical belts.

¹ Past arrival trends and base figures are as per data and information obtained from Department of Tourism, GoI and U. P Tourism

South West UP (Bundelkhand)

11.06 Jhansi is the main gateway to Bundelkhand and is expected to be the main center for tourism in the area. It is expected that once the major projects in Jhansi city are completed and Jhansi has been promoted among the travel trade, a good amount of tourists heading to Khajuraho can be attracted to visit Jhansi. Around 70% of 1.8 lakhs tourists visiting Khajuraho use the rail/ road links and around 1 lakh (55%) are estimated to use Jhansi as the gateway. However, it is to be noted that this “source of tourism” may be lost once Khajuraho is linked by rail. During this interval Jhansi has to be promoted as a destination.

Assumptions for forecasts

11.07 It is expected that Jhansi’s monuments will be refurbished and promoted among the travel trade by year 2. Thus Jhansi is expected to get incremental tourists from this category from year 3 onwards. The incremental tourist flow in the first few years is expected to be as follows:

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
% of Khajuraho bound tourists						
Jhansi + 60 km radius	5%	20%	30%	0%	10%	20%
% of Jhansi tourists						
(Mahoba/Chitrakoot)	0%	20%	20%	0%	5%	10%
Kalinjar tourists from Jhansi hub	5%	5%	5%	0%	5%	5%

11.08 The total tourist flow in the first few years is expected to be as follows:

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Jhansi + 60 km radius	12000	27000	37000	7000	16000	25000
Mahoba/Chitrakoot	0	5000	7000	0	1000	3000
Kalinjar tourists from Jhansi hub	1000	1000	2000	0	1000	1000

Total	Phase1	Phase 2	Phase 3
Jhansi + 60 km radius	19000	43000	62000
Mahoba/Chitrakoot	0	6000	10000
Kalinjar tourists from Jhansi hub	1000	2000	3000

Note: figures refer to annual visitage at the final year of the given phase Same is applicable for the other tables relating to numerical visitor projection in this chapter

Central UP (Awadh)

11.09 Lucknow is the gateway and heart of Awadh. As discussed earlier, Lucknow is primarily a business destination for most domestic travelers therefore tourist statistics for Lucknow has to be adjusted for the business travelers. Hence, the base tourist figure for Lucknow is taken at average annual visitage to Residency i.e. around 1 lakhs. This is about 2% of the total visitors to Lucknow.

Assumptions for forecasts

11.10 It is expected that the tourist traffic to Lucknow will increase with the refurbishment and marketing of Residency, Imambaras and other monuments of the city. Further other highlights around Lucknow like Dudhwa are also expected to witness an increased inflow as per the recommended investment plan. Therefore the following is assumed:

Indian Tourists

Increase for Lucknow	5% from year 3 till the end of 2nd phase, and 7% in the phase 3*		
Penetration	% of Lucknow tourists		
	Phase1	Phase 2	Phase 3
Dudhwa	15%	20%	20%
Faizabad/ Ayodhya	1%	5%	10%

Foreign Tourists

Increase for Lucknow	5% from year 3 till the end of 2nd phase, and 7% in the phase 3*		
Penetration	% of Lucknow tourists		
	Phase1	Phase 2	Phase 3
Dudhwa	15%	25%	30%
Faizabad/ Ayodhya	0%	5%	10%

* With the upgradation of the Lucknow airport in the phase-2 the arrivals of the tourists for both the domestic and foreign category is assumed to increase at the rate of 7% for the 10 year period in phase-3.

11.11 The total tourism traffic in the area is as follows:

	Indian			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Lucknow	115000	147000	289000	18000	23000	45000
Dudhwa	17000	29000	58000	3000	6000	14000
Ayodhya/ Faizabad	3000	6000	12000	0	2000	4000

	Total		
	Phase1	Phase 2	Phase 3
Lucknow	133000	170000	334000
Dudhwa	20000	35000	72000
Ayodhya/ Faizabad	3000	8000	16000

South East UP A (Varanasi)

11.12 Varanasi receives a large number of travelers a large majority of whom are pilgrims. However most of the foreign travelers are tourists. The number of domestic tourists to Sarnath is expected to be the same as the number of tourists visiting Varanasi i.e. 96,000 tourists. The forecasts have been made using the following assumptions:

Assumptions

Domestic Tourists

	Phase1	Phase 2	Phase 3
Increase to Varanasi / annum	5% from year 3	5%	5%
Penetration	% of Varanasi tourists		
Sarnath	100%	100%	100%
Chunar	5%	20%	30%
Chandraprabha	0%	5%	10%
<i>Locals to Chandraprabha</i>	<i>40000</i>	<i>60000</i>	<i>80000</i>

Foreign Tourists

	Phase1	Phase 2	Phase 3
Increase to Varanasi / annum	5% from year 3	10%	10%
Penetration	% of Varanasi tourists		
Sarnath	15%	30%	40%
Chunar	5%	20%	30%
Chandraprabha	0%	5%	10%

- Tourist inflow to Varanasi is expected to increase by 5% per annum from year 3 to 5 & by 10% from year 5 onwards after Varanasi is declared as international airport.
- Chunar is expected to attract large number of tourists after it is refurbished

11.13 The total tourism traffic in the area is as follows:

	Indian			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Varanasi + Surroundings	112000	143000	233000	122000	196000	508000
Sarnath	112000	143000	233000	18000	59000	203000
Chunar	6000	29000	70000	6000	39000	152000
Chandaprabha	40000	67000	103000	0	10000	51000

	Phase1	Phase 2	Phase 3
Varanasi + Surroundings	234000	339000	741000
Sarnath	130000	202000	436000
Chunar	12000	68000	222000
Chandaprabha	40000	77000	154000

South East UP B (Allahabad)

11.14 Allahabad is known as a major center for pilgrimage though it has a few sites of historical interest. However, these sites have not been promoted properly. Most of the pilgrims are from low-income category. However, it is expected that around 1% of all pilgrims to Allahabad belong to the middle to high-income groups. This is taken as the base figure for tourism in Allahabad.

Assumptions

Domestic Tourism

Annual Increase	Phase1*	Phase 2	Phase 3
Allahabad	5%	5%	5%
Kaushambhi	0%	5%	10%
Kalinjar	10%	10%	10%

**Increase from year3*

Foreign Tourists

Annual Increase	Phase1*	Phase 2	Phase 3
Allahabad	10%	10%	10%
Kaushambhi	10%	10%	10%
Kalinjar	20%	20%	20%

**Increase from year3*

The foreign tourist traffic is expected to settle at 10% per annum from 20% presently

- For other sites, the growth rate is also listed above.

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Allahabad	99000	126000	205000	11000	18000	47000
Kaushambi	38000	48000	124000	2000	3000	8000
Kalinjar	153000	246000	396000	100	200	1000

	Phase1	Phase 2	Phase 3
Allahabad	110000	144000	252000
Kaushambi	40000	51000	132000
Kalinjar	153100	246200	397000

Western UP

Agra

11.15 Taj Mahal is the main attraction of the region. Present visitage to Taj is around 20 lakhs out of which 5.7 lakhs are foreigners. Total tourists traffic in Taj has increased by 9%, while foreign tourist traffic has remained steady and domestic tourism traffic has increased by 15%. Fatehpur Sikri is visited by 16% of the visitors (17% domestic & 13% Foreign) to the Taj Mahal. Agra Fort is visited by 45% and Sikandra by 30% of the total visitors to Taj.

Assumptions

Domestic Tourists

- Taj Mahal: An increase of 10% per year is expected owing to better road connectivity from Delhi with the coming up of Greater Noida - Agra expressway.
- For other sites the assumptions are as follows:

	Penetration (% of Taj Mahal visitors)		
	Phase1	Phase 2	Phase 3
Fatehpur Sikri	20%	30%	40%
Red Fort	50%	60%	70%
Sikandra	30%	40%	50%

Foreign Tourists

	Phase1	Phase 2	Phase 3
Agra increase per annum	5% from year 3	10%	10%
	Penetration (% of Taj Mahal visitors)		
Fatehpur Sikri	15%	25%	40%
Red Fort	50%	60%	70%
Sikandra	30%	40%	50%

- Taj Mahal: An increase of 5% per year is expected in phase 1 (presently 0% per annum) owing to better road connectivity from Delhi with the coming up of Greater Noida Agra expressway. From phase 2 onwards the increase is expected to be around 10% with the coming up of Greater Noida airport.

11.16 The total tourism traffic in Agra is expected to be :

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Taj Mahal	1852000	2983000	7737000	648000	1044000	2708000
Fatehpur Sikri	370000	895000	3095000	97000	261000	1083000
Red Fort	926000	1790000	5416000	324000	626000	1896000
Sikandra	556000	1193000	3869000	194000	418000	1354000

	Phase1	Phase 2	Phase 3
Taj Mahal	2500000	4027000	10445000
Fatehpur Sikri	467000	1156000	4178000
Red Fort	1250000	2416000	7312000
Sikandra	750000	1611000	5223000

Mathura

11.17 Mathura attracts a large number of pilgrims. It is expected that only 1% of them i.e. 56,000 are general-purpose tourists. Further, around 14,000 foreign tourists have been visiting Mathura over the past few years.

Assumptions

Domestic Tourists

- It is expected that domestic tourists are expected to increase by 5% per annum
- All visitors to Mathura are expected to visit Vrindavan

Foreign Tourists

- An increase of 5% per year is expected in phase 1 (presently 0% per annum) owing to better road connectivity from Delhi with the coming up of Greater Noida Mathura Agra expressway. From phase 2 onwards the increase is expected to be around 10% with the coming up of Greater Noida airport.
- All visitors to Mathura are expected to visit Vrindavan

11.18 The total tourism traffic in Mathura/ Vrindavan is expected to be :

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Mathura	62000	79000	129000	22000	35000	91000
Vrindavan	62000	79000	129000	22000	35000	91000

	Phase1	Phase 2	Phase 3
Mathura	84000	114000	220000
Vrindavan	84000	114000	220000

Eastern UP

11.19 East UP is the major center for Buddhist pilgrimage. A number of foreign as well as Indian pilgrims visit these places. Although there is a basic road transport network connectivity, the large distances between various sites makes the journey extremely tiring. This is the major factor that has limited the tourist traffic in the area. The assumptions used for future projections is presented below:

Assumptions

Domestic Tourists

- Domestic tourism traffic will be from the 7 million Buddhist population in India, 10% of whom are expected to be middle to high-income group people. It is expected that each person will visit these sites atleast once in a lifetime. Assuming a lifetime of 70 years, an expected traffic of 10,000 tourists per year could be expected.
- The increase in pilgrims will be 2% per annum (growth rate of population)

Foreign Tourists

- Foreign tourism to Kushinagar is estimated to grow by 5% per annum in phase 1 and 10% per annum in phase 2 & 3.
- It is assumed that all visitors to Kushinagar will be visiting Shravasti as is the trend presently
- Kapilavastu is expected to attract 80%, 80% & 90 % of visitors to the circuit in phase 1, 2 & 3 respectively
- For Sarnath, the traffic is expected to be a mix of regular tourists and pilgrim tourists.

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Kushinagar	10000	11000	13000	19000	31000	50000
Kapilavastu	4000	7000	10000	15000	25000	45000
Shravasti	6000	8000	10000	19000	31000	50000

Total	Phase1	Phase 2	Phase 3
Kushinagar	29000	42000	63000
Kapilavastu	19000	32000	55000
Shravasti	25000	39000	60000

Other Areas

11.20 Western UP has few sites of tourist interest. However some important sites are closer to the tourist heavy/intense highways to Uttaranchal hills. The projections for the tourists are made using the following assumptions:

Domestic Tourists

- Visitors in middle & high income groups to religious Hindu/ Jain sites are taken at 1% of the total visitage
- For Sardhana the entire visitage is assumed to be of tourists, as it is a religious cum heritage site
- The increase in tourist traffic is taken at:

Increase per annum	Phase1	Phase 2	Phase 3
Sardhana	5%	10%	10%
Garhmukteshwar		5%	5%
Hastinapur		5%	5%

Foreign Tourists

- Foreign tourists are expected only in Sardhana increasing at the same pace as Indian tourists

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Sardhana	259000	378000	608000	100	200	500
Garhmukteshwar	5000	8000	21000	0	0	0
Hastinapur	2000	3000	5000	0	0	0

	Phase1	Phase 2	Phase 3
Sardhana	259100	378200	608500
Garhmukteshwar	5000	8000	21000
Hastinapur	2000	3000	5000

Overall Perspective

11.21 The tourist forecast for the State of UP (encompassing all locations) reflects an annual growth rate of 6 percent over the entire plan period. These are AFF estimates based on analysis and recommendations that are envisaged to be implemented. As an added perspective for reference purposes, the growth rates of two other large states have been considered, namely Maharashtra and Madhya Pradesh, in the context of their 20 year forecast.² The growth rates of tourist arrivals covering a 20 year period for these states are summarised in the table hereunder:

State	Growth rate -CAGR (Upto year 20)	Basis
UP	6.00 %	AFF estimates
Maharashtra	6.72 %	Discussions with Dept. of Tourism, GoI
Madhya Pradesh	5.50 %	Discussions with Dept. of Tourism,GoI

EXPECTED ECONOMIC BENEFITS

11.22 Tourism leads to several economic benefits:

- Employment: Direct and Indirect (induced)
- Increased taxation from hotels and restaurant etc.
- Increased visibility leading to other economic development opportunities
- Improved infrastructure and facilities
- Development of local handicrafts

11.23 The potential costs include:

- Seasonal employment / unemployment
- Inflation and increased costs (land, housing, food and services)
- Pollution; increased traffic/ congestion
- Negative impact on cultural and natural heritage resources
- Others such as increased crime, leakage of revenue, etc.

Measuring Benefits

11.24 The economic benefit of tourism development projects have been measured in terms of employment generated directly in the tourism sector, as well as in the economy as a whole due to linkages of the tourism sector with the rest of the economy.

² The growth rate estimations for other states are as on date, subject to possible revision of the respective 20 year perspective plan reports.

Total Employment Generation

11.25 A comprehensive employment forecasting model would require the creation of a UP specific macro-economic model focusing and highlighting tourism driven activities in the form of :

- a input-output matrix model or
- a general /partial equilibrium quantitative model specifying the demand and supply factors of tourism activities.

11.26 Given the geographical, demographic, economic, and tourism diversity of U.P., the models are ideally required to be made/customised for the major sub-regions (ideally down to the district/development block level for the core site locations proposed for tourism development) of the state.

11.27 In the context of the present project, employment forecast is derived from the application of macro-economic employment multipliers as obtained from the Department of Tourism. This provides an initial reference estimation that can be further refined by the application of the above stated models (especially in the context of determining region-specific multipliers) as a separate assignment project.

11.28 The model is based on:

- tourism expenditures linked to tourist arrivals based on site survey inference for each of the hubs and linked satellite locations
- a basic two frame visitor profile: domestic and foreign as per existing convention
- assumed norms for expenditures to jobs created ratio for each of the hubs and linked satellite locations
- application of macro-employment multiplier to obtain the indirect and total employment for each of the hubs and linked satellite locations
- overall employment to be derived from aggregation of the employment forecast of the various sub-regions

11.29 The above model is limited to the extent of usage of a common multiplier for the various regions comprising the state. The quantification of the employment model is given below.

Method 1 (Tourist Expenditure Approach)

11.30 The direct employment likely to be generated in the economy due to tourism activity is based on the follows:

- Tourist Arrivals
- Average Length of Stay: The average length of stay has been assumed for different hubs or main centers in different geographical region. This length of stay will depend upon the number of locations linked with the hub and other relevant factors.
- Average Tourist Spends

11.31 Based on the above, the incremental tourist expenditure is calculated as follows:

$$\text{Incremental Tourist Expenditure} = \text{Incremental Tourist Arrivals} \times \text{Average Length of Stay} \times \text{Average Spend Per Day}$$

Tourism Employment

11.32 Direct tourism employment is calculated by using the incremental tourist expenditures for domestic and foreign tourists and employment/ output ratio as given by the Ministry of Tourism. The employment output ratio gives the employment generated (in terms of number of people employed) per million rupees of tourist expenditure. Thus,

$$\text{Direct Tourism Employment} = \frac{\text{Incremental Tourist Expenditure} \times \text{Employment/ Output Ratio}}{1}$$

Note: Employment/ Output Ratio: Domestic – 59.2726; Foreign - 71.1618

11.33 To calculate the overall employment generated in the economy through tourist expenditures, the employment multiplier is used. The employment multiplier provides the total employment (direct as well as indirect employment) generation as a result of the total output.

Method 2 for Direct Tourism Employment (Direct Tourist Arrival Conversion factor)

11.34 The mulpliers method is based on the following formula

$$\text{Direct Tourism Employment} = \text{Incremental Tourist Arrival} \times \text{Employment Multiplier}$$

Note: Direct Employment: Domestic – 0.15; Foreign – 1

11.35 The indirect to Direct employment in India is around 1.36 Thus,

$$\text{Total Employment} = \text{Direct Employment} \times \text{Employment Multiplier}$$

Note: Employment Multiplier: Domestic – 2.29; Foreign – 2.435

11.36 The above constitutes a framework linking incremental tourist arrivals, tourist expenditures, and employment generation. The derived employment multipliers are applied to estimate employment generation at each of the major tourist locations/circuits and then aggregated to provide for the overall employment impact.

11.37 An alternate model can be considered based on application of regression and correlation statistical concepts and estimating future employment for the three phases. This envisages a two-stage model as follows:

- The growth rate is to be derived using the past 8 to 10 years data as a correlation between (a) direct tourist arrivals and (b) overall growth of employment in the state's economy. The Tourist arrivals is to be treated as the independent variable.
- In the second stage, tourist arrivals forecast as per the perspective plan is plotted on the X axis, and in conjunction with the correlation coefficient (obtained from the previous stage), the employment forecast and potential is derived thereof.

11.38 Further details can be incorporated to secure increased refinements in estimation. Furthermore, the regression model is presented here in conceptual terms for reference purposes only. The actual methodology used for employment forecast is the earlier model presented linking tourist arrivals and employment through expenditures and application of appropriate multipliers as given hereunder:

EMPLOYMENT POTENTIAL

11.39 Employment potential, measured by using/incorporating Method 1 is presented below:

Varanasi

Assumptions

Varanasi	Domestic	Foreign
Average Length of stay (Days/Nights)	2	2
Amount spent daily in place of stay	Rs.1000	Rs.2000
Amount spent per daytime attraction	Rs.100	Rs.200

Employment Generation

Employment generation	Direct			Total		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Varanasi + Surroundings	6500	31200	130600	15600	75100	315700
Sarnath	200	1000	3500	400	2400	8400
Chunar	100	800	2600	200	2000	6300
Chandaprabha	0	300	1100	0	700	2600
Total	6800	33300	137800	16200	80200	333000

Note: figures refer to incremental employment generated at the end of the final year of the given phase from plan inception; same is applicable for the other tables relating to numerical employment projection in this chapter

Awadh

Assumptions

Lucknow	Domestic	Foreign
Average Length of stay (Days/Nights)	1	1
Amount spent daily in place of stay	Rs.1000	Rs.2000
Amount spent per daytime attraction	Rs.200	Rs.400

Employment Generation

Employment generation	Direct			Total		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Lucknow	1300	5400	14600	3100	12700	33900
Dudhwa	100	300	900	200	700	2100
Ayodhya/ Faizabad	0	200	200	0	400	400
Total	1400	5900	15700	3300	13800	36400

Bundelkhand

Assumptions

Jhansi	Domestic	Foreign
Average Length of stay (Days/Nights)	1	1
Amount spent daily in place of stay	Rs.800	Rs.1600
Amount spent per daytime attraction Kalinjar	Rs.100	Rs.200
Chitrakoot		
Average Length of stay (Days/Nights)	1	1
Amount spent daily in place of stay	Rs.800	Rs.1600
Daytime attraction Kalinjar	Rs.100	Rs.200

Employment Generation

Employment generation	Direct			Total		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Jhansi + 60 km radius	200	2700	4200	500	6500	10000
Mahoba/Chitrakoot	0	300	600	0	700	1400
Kalinjar tourists from Jhansi hub	10	20	20	20	40	40
Total	210	3020	4820	520	7240	11440

Allahabad

Assumptions

Allahabad	Domestic	Foreign
Average Length of stay (Days/Nights)	1	1
Amount spent daily in place of stay	Rs.1000	Rs.2000
Amount spent per daytime attraction (Kalinjar/ Kaushambhi)	Rs.200	Rs.400

Employment Generation

Employment generation	Direct			Total		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Lucknow	1800	4400	13200	4200	10300	31100
Dudhwa	0	130	1170	0	300	2700
Ayodhya/ Faizabad	300	1410	3230	700	3200	7400
Total	2100	5940	17600	4900	13800	41200

Agra

Assumptions

Agra / Mathura	Domestic	Foreign
Average Length of stay (Days/Nights)	1	1
Amount spent daily in place of stay	Rs.1000	Rs.2000
Amount spent per daytime attraction (Taj Mahal, Red Fort etc. & Vrindavan)	Rs.200	Rs.400

Employment Generation

Employment generation	Direct			Total		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Agra/ Fatehpur Sikri	64000	222000	878000	148000	521000	2065000
Mathura/ Vrindavan	1400	4000	16000	3000	10000	38000
Total	65400	226000	894000	151000	531000	2103000

East UP

Assumptions

Kushinagar/ Shravasti/ Kapilavastu	Domestic	Foreign
Average Length of stay per place (Days/Nights)	1	1
Amount spent daily in place of stay	Rs.1000	Rs.2000

Employment Generation

Employment generation	Direct			Total		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Kushinagar	1000	2700	5500	2400	6500	13300
Kapilavastu	100	1600	4600	200	3900	11200
Shravasti	600	2300	5100	1500	5600	12400
Total	1700	6600	15200	4100	16000	36900

Other Areas

Assumptions

	Domestic	Foreign
Average Length of stay per place (Days/Nights)	Nil	Nil
Amount spent daily	Rs.100	Rs.200

Employment Generation

Employment generation	Direct			Total		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Sardhana	100	800	2210	200	1800	5020
Garhmukteshwar	0	0	100	0	0	200
Hastinapur	0	0	0	0	0	0
Total	100	800	2310	200	1800	5220

Overall

	Direct Employment			Total Employment		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
South West UP	210	3020	4820	520	7240	11440
South East UP Varanasi	6800	33300	137800	16200	80200	333000
South East UP Allahabad	2100	5940	17600	4900	13800	41200

	Direct Employment			Total Employment		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Central UP	1400	5900	15700	3300	13800	36400
Western UP	65400	226000	894000	151000	531000	2103000
East UP	1700	6600	15200	4100	16000	36900
Others	100	800	2310	200	1800	5220
Total	77710	281560	1087430	180220	663840	2567160

Note: figures refer to incremental employment generated at the end of the final year of the given phase from plan inception

ADDITIONAL OBSERVATIONS ON EMPLOYMENT

Potential for Women Employment

11.40 Women comprise a low proportion of persons working in the organised sector of the state. A notable feature of the tourism sector is that it has the potential to employ a large proportion of women, educated and uneducated, skilled and unskilled. Women are in greater numbers than men in: hotels, airline services, travel agencies, handicrafts manufacture, cultural activities, other tourism-related activities (Annual Report 1996 - 1997, Government of India). Tourism thus offers a large potential for the employment of women in Uttar Pradesh.

11.41 The project sectors identified in the perspective plan, which offer maximum potential for employment of women are accommodation, tour and travel services and tourism facilities and services. Other project sectors that are spin-offs of tourism promotion such as shopping also generate large direct and indirect opportunities for employment of women.

Potential for Artisan Employment

11.42 The projects that offer maximum opportunity for creating employment for artisans are in the recreation and souvenir-shopping category. Recreation facilities like theatres, cultural complexes and Shilpgrams, etc. offer maximum opportunities for employing the local artisans.

Strategies for Increasing Employment through Tourism

11.43 To maximise opportunities for local participation, training programmes need to be made available to residents of the state, especially younger people. In addition to direct recruitment the development of the tourism sector is likely to attract migrants looking for better economic opportunities. To the extent possible, these employment opportunities should be met through the local populace/ community and only specialist positions recruited from outside the state. The key objective should be to achieve high and appropriate tourism standards. Training programmes can raise the skill base of the industry and thereby contribute to the delivery of quality tourist experiences.

12.00 INSTITUTION STRENGTHENING

{This chapter covers Points no. xx, xxvii of the Guidelines}

12.01 A critical success factor for implementation of the 20 Years Perspective Plan is the re-orientation of the institutional framework to be aligned with the objectives and targets of the overall plan.

12.02 Tourism objectives are reiterated for convenience as given hereunder:

Primary objectives

- To promote and develop UP as a prime national and international tourism destination to all classes of tourists and visitors
- To showcase the values of cultural diversity, harmony and the depth of civilisation that represents the State of U.P.

Corollary objectives

- To promote tourism development in harmony with local community involvement and employment
- To protect, preserve, and conserve the monuments that are a testimony to the past and are to be bequeathed to future generations.
- To promote the highest possible standards of cleanliness, sanitation, and landscaping elegance

12.03 In the specific context of the required institutional framework, the major areas needing attention are delineated as follows:

- Tourism planning at various levels within the State
- UPT linkages with other agencies; special case of Forests, State Archaeology and ASI
- Requirement of explicit designation of tourism priority zones
- Framework for information dissemination
- Revamping the concept of Visitor Centre
- Professional guides related training conventions
- Sacred places: cleanliness regulatory framework
- Plan implementation vehicle: ensuring an integrated approach
- UPT-Internal role evolution and strengthening competencies(focus for skill areas)

Tourism Planning

12.04 Presently, tourism planning is undertaken distinctively as follows:

- UPT determined projects: to be approved by state govt.
- District plans: finalised by DMs; usually at the latter's discretion
- Central Govt. funded projects
- Internationally funded projects channelised through the central govt.

12.05 The most critical linkages in context of planning on a continuing basis involve the state and district level plans and their implementation. Presently, the system is in place wherein UPT is to be involved /associated with the District tourism plans through meetings coordinated at the District Magistrate's level; however, implementation of the system is on an ad-hoc basis and participation by UPT members is sporadic. Hence it is proposed:

- Annual calendar concept with pre-fixed meeting dates and time schedules (for the District Tourism Promotion Plan Meetings) should be formalised. This will enable UPT to plan for, participate in these meetings.
- UPT nominee should participate at least for all the districts that are targeted to serve as hubs and the major satellite destinations to ensure a consensus on priorities and on implementation of projects as well as obtain feedback for improving the mechanics of tourism promotion.
 - * The budgetary plan and priorities undertaken at the district plan level should be in harmony with the State government's (UPT) plan

UPT and Forests

12.06 UP has over 20 designated forest and wildlife preserves. Two have been short-listed for major tourism development and promotion – Chandraprabha Sanctuary in Chandauli District and the Dudhwa Sanctuary in Lakhimpur Kheri District. In this context, a special joint committee is recommended to be set up to determine:

- Zoning plan: identification and planning for permissible tourist visitage and non-permissible areas.
- Simplification of reservation procedures and wider dissemination of information regarding the same
- Implementation of the projects while ensuring that the Eco-system is conserved and improved

Designation of Tourism Priority-Zones

12.07 As an extension of the above mechanism described, select hubs and satellite destinations can be considered as tourism priority zones. Such a notification should provide for other government agencies undertaking both the 5-year plan and annual plans in consultation/participation with UPT. In addition, certain specific locations may require additionally strengthened institutional arrangements. Two examples are given in context:

Chunar fort related

- A new body (such as a development authority) that would have complete and independent jurisdiction of the fort area is to be set up. Such a body is required since the Chunar Fort Heritage Complex is envisaged to be one of the most important tourism development projects for the state. As a second best alternative, a body comprising of representatives/ deputationists from state archeology and UPT with the Principle Secretary Tourism, and the local DM's office can be constituted for implementation of the project concept.

Varanasi : Ghats related (non-cremation burning Ghats)

- If cleanliness and sanitation does not materialise to the desired standards over a five year time frame, it has been recommended that a new body be created that would have complete jurisdiction over the design, construction, maintenance, cleanliness over all activities in the main ghats of the city.

UPT-State Archaeology-ASI Linkage

12.08 The institutional linkages between Tourism and Archeology are tenuous with perceptions of conflict on interest that are detrimental to the long-term tourism promotion to an international level.

12.09 In the specific context of UPT and state/archeology/ASI, the following are recommended:

- Job-rotation at operational levels between the archeological departments and UPT for select operational level positions. If this is not feasible, short term 3-6 week assignments for short-listed staff on a mutual exchange basis.
- Budgetary plans for the defined tourism priority destinations of these various agencies should be in aggregate and not separate /in isolation.

Framework for information dissemination

12.10 Presently UPT web-site is not being aggressively or comprehensively utilised as an instrument for information dissemination. This is not merely a marketing issue but is an institutional issue. The following are recommended to be undertaken by a revamped UPT web-site supported by appropriate back-office operations.

Use of Portal/internet/web-site:

- Provide information

- * District-wise
- * City-wise
- * Site-wise
 - How to reach, transportation options, typical fares
 - Accommodation, various types, typical fares: where bargaining prevails etc.
- Framework for special registration section/ interactive queries to be made eventually available on a 24 hour basis. This could include:
 - * Additional feedback form/ suggestion form
 - * Complaints/grievances feedback
 - * (Hence if a pattern of complaints become established in a particular region/ by particular service provide etc, UPT can assist in providing “institutional” remedies)
- Information hotline to embassy for special assistance routed through UPT for those who may need special assistance (e.g.: loss of passport)
- Persons to contact for additional information in various locations for local sightseeing. Guide services etc.
- Eventually such support to be made available in additional languages. Interactive support to be provided during specific timings routed through accredited language support collages/institutions who may work in coordination with UPT

Other issues:

- Each tourist-guest house to have Internet supporting computers. (Possibly be located in “coffee bar”)
- Value-added service: some rooms to have such provision for extra charge

Revamping the concept of visitor centre

12.11 The visitor centre presently is in the form of a govt. extension counter providing information or a govt. office providing tourism information.

12.12 Contemporary requirements calls for a total overhaul of the concept. Tourism information centre is envisaged as concept to be undertaken through franchise (in addition to a limited/select number of UPT’s own/directly operated visitor centers).

- Franchisees have to be accredited by UPT; guidelines would be laid down for the purpose.
- UPT logo has to be displayed at all such centres
- Franchisees can be : select travel agency offices, hotel desks, select STD/PCO counters, internet cafes.

12.13 Presently the tourist information centres have limited reach. The franchisee concept serves to overcome this limitation.

12.14 UPT itself is not identified with the tourist visitors because of its limited direct contact-base. The internet and web-based information & interactivity provides opportunity to overcome this handicap. It order to be able to do so

- both the brand and image of UPT has to become enhanced and become “ubiquitous” with visitor information, safety, and assistance concerns and service
- UPT has to be extensively networked on a real time basis with DM’s office, police, key medical institutions, and hotels as also local resource persons who may in a position to contact the visitor(s) in need of service/support. Some of these services can be charged for.

Conclusion:

12.15 Free information, encouraging widespread feedback from visitors, and publicising the fact that feedback is being received, and acting on the feedback where necessary would

- Enhance UPT’s image
- Reduce tourist harassment at the ground level, if they occur (due to effective institutional networking)

Professional guides-related

12.16 The present system of making available professional guides involves clearance/countersignature from ASI and also training/proficiency certification to be undertaken only at New Delhi.

12.17 This procedure greatly limits the number of persons who can avail of training. UPT should be allowed to accredit guides through its various offices within UP itself. Alternately, ASI/State archeology should undertake such accreditation and training as also “refresher camps” that can be undertaken locally in/ at the vicinity of the site areas across UP rather than at New Delhi.

Sacred Place Cleanliness Regulatory Framework

12.18 All sacred places belonging to all faiths to come under a special mini-zoning concept

- The objective is maintain and promote the highest possible standards of cleanliness/ aesthetics that are possible
- Participation: is envisaged to be on a voluntary basis by involving authorities managing defined the religions sites. Criteria are required to be established for consideration to become eligible under the “sacred site framework.” *Examples:*
 - * should be more than 100 years old

- * an established pilgrimage centre considerable visitage from outside the city/town
- * serves as location for a special-event pilgrimage
- Methodology involved would include
 - * Creation of a system of incentives
 - * Local mass media campaign funded by UPT/DM's budget
 - * Focus on pressure/mass contact points: e.g.: tour operators; bus conductors & drivers to promote cleanliness
 - * Promote competition between locations in a site for financial and other forms of contribution/support treatment that are forthcoming in the regular district budget
 - * Usage /motivation of pilgrim's latent "seva" spirit to promote sacredness is cleanliness concepts
 - * Start with one location per period and then extend attention to other centres & locations to ensure focussed attention, implementation success, and inferences for usage in other locations. For example, special focus areas over a time frame can be as follows :
 - 0-3 years: Ayodhya & Braj Bhumi
 - 0-3 years: Varanasi-main ghats
 - 5-10 years: Varanasi city as a whole
 - * The concept of cleanliness and sanitation can be extended to landscaping/ shrub- tree plantation wherever possible as a second stage effort in beautification and development and maintenance of religious " sacred sites"

12.19 The focus for zoning could broadly cover:

- Pilgrim path way being defined and kept clean
- Drinking water facilities being available and earmarked
- Toilet facilities being available on designated outskirts areas
- Landscaping of upto 0.5 acre around site where site is located (Where the site is located within a congested urban area, alternate landscaping concepts and standards can be defined)
- Special/designated cleaning schedules to be specified including need for manpower/ equipment if any
- Appropriate garbage/waste disposal facility in and around the site including the 0.5 acre green belt to be specified

12.20 In the specific context of Varanasi, the Ghats (non-cremation burning) are to be given special priority. In this context, if required, a separate institution focussed on the ghats has already been recommended

Plan Implementation vehicle: Ensuring an Integrated Approach

12.21 The implementation of the 20 year perspective plan is envisaged to be undertaken through the institutionalisation of a **specific inter-ministerial task force** coordinated by UPT.

- The task force is envisaged to examine tourism development in its totality
- Certain project specific sub-task force entities can also be constituted with relevant participating ministries (especially infrastructure development related agencies) to ensure timely implementation of infrastructure and major development projects.
- In addition, there are certain focus areas that may need attention that can be addressed (e.g. specific bottlenecks or requirements for integrated attention).

12.22 If performance of the task force concept results in meeting the various investment and plan targets, the system can be continued. **If on the other hand, implementation is constrained by problems of coordination among agencies or any other reason**, there may be a requirement to establish an apex-level **Tourism Development Board** for integrated development of the defined tourist hubs and satellites and pilgrim centres (including the Buddhist Circuit areas). The Tourist Development Board would have representatives from

- State Government agencies: UPT, State PWD, State SEB, Forests, Archeology, Irrigation, Finance and others if required. Central Government agencies: Department of Tourism, Archeological Survey of India, Finance Ministry and others if required.
- Local Government agencies: specific urban development authorities, municipal authorities/block development offices in the case of rural areas; District magistrates from specified districts.
- Leading Financial Institutions, specially focussed on Infrastructure related funding
- National level travel-trade and hospitality industry and eminent persons from UP- based media, academia, architecture-design, and industry: on an advisory capacity

12.23 UPT is envisaged to continue as the lead coordinator, and may additionally have to serve as the secretariat of the Tourism Development Board.

12.24 The Tourism Development Board would be empowered to oversee planning, development, construction activities in the defined areas with the requisite financial authority being vested in context to ensure implementation of the plan.

12.25 Alternately, if the defined powers as stated above, cannot be vested in the Board for policy reasons, then, the creation of the Board could still serve the purpose of bringing together all stakeholders and provide a common platform for discussions and a forum for decision-making. In addition, objectives could include:

- Decision-making on projects taking cognizance of the various regulations/issues
- Ensuring the implementation of the *single window clearance* notion for private sector investments
- Discussing issues and constraints of critical nature with the Central Government and seeking appropriate solutions/measures/relaxation in regulatory issues etc.
- Defining service standards in relation to the cost of service, minimum basic technical and aesthetic standards etc.; monitoring adherence to the stated norms/ quality levels of service

12.26 The necessity of setting up the apex level Tourism Development Board in place of the proposed inter-ministerial tourism task force can be considered at the end of phase-I (i.e. over a five year period)

UPT—Internal role evolution and strengthening competencies

12.27 In line with the proposed recommendations, the following would emerge as focus areas for UPT:

- Provider of comprehensive information services for:
 - * Increasing interface contact with existing and prospective tourists
 - * Setting the strategic direction and providing the requisite information that will assist other agencies, especially infrastructure agencies in planning their investment decisions
 - * Marketing to prospective investors and funding agencies
- Catalyst/coordinator for Task Force / Tourism Development Board for tourism development projects
- Facilitative (and occasional/selective direct) marketing and promotion in coordination with other government agencies and stake holders of the travel-trade, hospitality industries and tourism product service providers.
- Benchmarking with other states and nations for continuously assessing standards of infrastructure, level/quality of services being provided, evolving tourism concepts, products and services etc.

12.28 In order to perform these stated roles, UPT has to strengthen or build core competencies in the following areas:

Market research (MR):

- UPT already has an active market research cell/section. Additional strengthening measures could be in the form of tie-up with professional MR agencies, periodically undertaking direct surveys across different seasons, coordinating with the Centre/various states/ tourism sector stakeholders for MR initiatives covering foreign countries.

- MR is ideally to be enhanced to cover (in addition to tracking tourist, movement, spending patterns, perceptions—feedback and satisfaction levels) benchmarking parameters with select states and overseas nations for crucial infrastructure and tourist products and concepts.

Marketing & Investor facilitation

- UPT has to market its priorities and projects with (1) various state and private sector infrastructure agencies (2) tourist product and service providers (3) leading national travel trade and hospitality industry members. and (4) relevant media etc.
(in addition to the direct end consumer segment—the tourist)
- Presently, UPT’s skill-sets is primarily oriented in the direction of administrative coordination or representation of proposals, especially to the state government. This has to be augmented by contemporary marketing approaches.
- UPT has to play a lead role (within the proposed task force) in targeting funding agencies and facilitating implementation of “the single window concept” for investment clearances through continual networking with other relevant government agencies. This role also implies that the designated UPT section members have to have a working knowledge of the functioning and decision-making process of these other government agencies and may retain a consolidated set of forms and guidelines in context.
 - * For major projects/dealing with large prospective funding agencies, setting up an “escort cell” or dedicated “client manager” can be considered. An empanelled /retained legal advisory can provide “value-added” services in context.

12.29 Skill-enhancement has to developed *on the basis of tie-up with established* and well known institutes in Lucknow and in the various regions for providing structured and customised training covering: marketing-promotion, public relations, market-research, quantitative and financial assessment, conservation and monument preservation-cum-promotion, infrastructure development costing, privatisation, benchmarking, language skills etc.

13.00 MARKETING, PRIVATISATION, CONSERVATION & OTHER ISSUES

{This chapter covers Points no. xiii, xix, xxvi, xxvii, xxviii, xxix, xxx of the Guidelines}

13.01 This chapter covers overall recommendations relating to the following areas:

- Marketing and promotional issues and strategies
- Private sector participation and privatisation
- Conservation, environmental and architectural control

MARKETING AND PROMOTIONAL ISSUES AND STRATEGY

13.02 UP as a state, has a diversified range of “tourism assets” that can be developed and promoted. The state can hence attract a wide range of tourist profiles (both domestic and international of various budget groups). An illustrative list of segments is provided below:

- Pilgrim :
 - * Hindu, Islamic, Buddhist, Jain, Sikh and Christian
- General Interest tourist
- Corporate Get-Aways/Retreat
- Foreigner/International
 - * Back pack traveler
 - * Packaged tour traveler
 - * Corporate/professional
 - Based in India
 - Travelling as tourist
 - * Recently retired corporate professionals
 - * Pilgrim (Specially Buddhist-related)
 - * Colonial-historical interest: French, British in particular
- Nature lover / wildlife interest
- Adventure sports/nature camp tourism
- School-College: Group Tours
- Honeymoon travel
- General Leisure/entertainment etc.

13.03 Hence tourism planning can cater to a wide range of potential target market segments who may even visit similar destinations but for different reasons (However, the specific package of tourism attractions and standard of facilities would have to be customised to the requirement of different interest groups and segments). Hence in the context of UP, the marketing strategy can take into consideration the following elements:

- Focus of marketing of the defined hubs rather than spreading available resources for promoting all/wide swath of regions of UP.

- Develops satellite locations with contrasting attractions to enhance the core attraction of the hubs
- UPT's own role focus to shift from "limited construction" or financing such construction activities to :
 - * Marketing & publicity support
 - * Institutional networking to maximize information dissemination/availability to tourists
 - * Strategic planning and monitoring for promotion of sustainable tourism development
- Usage of special events to create greater awareness of UP based attractions. Taking one illustrative case:
 - * Kumbh Mela: The mela occasion could have been used as an occasion to advertise and promote awareness/familiarisation among certain categories of visitors about the attractions elsewhere in UP rather than publicise the event of the Kumbh Mela nationally and internationally.
 - The magnitude of the Kumbh Mela event makes it a "self attracting magnet" creating its own publicity.
 - Many foreign visitors and journalists, for example, visited the Mela and went with memories of Allahabad without having any understanding of its linkage with UP or even about the state of UP or that UP has been the home to major civilisations from time immemorial and has several culturally diverse sites and attractions etc.

MoUs with neighbouring states

13.04 Undertaking joint efforts with neighbouring states for tourism promotion would further enhance the marketability of the tourism destinations:

- Specially with neighbouring state governments :

Rajasthan	→	For developing Lucknow with Jaipur
MP	→	For developing Jhansi with Kajuraho
Bihar/Nepal	→	For developing <ul style="list-style-type: none"> - Sarnath with Bodh Gaya - Kapilvastu with Lumbini etc.

Pilgrim segment: creating a new segment

13.05 Presently the pilgrim segment is dominated by the middle/low income segments. They are pulled in by the power of faith. There is no need "for marketing" to this segment. There is a need in the area of ensuring provision of basic facilities such as:

- Drinking water
- Minimal accommodation

New segment

13.06 There is a possibility for opening up a new segment:

- High income/upper income professionals/nuclear families :
 - * All India basis
 - * NRI
- Marketing has to focus on creation of special packages: defining specific facilities and their standards.
 - * Disseminating information on the above through internal/ travel agents/tour operators/ press advertisements
 - * Any special facilities being provided: to be on a correspondingly charged for basis.

13.07 This segment has a latent interest in pilgrimage or rather general visitage interest for cultural and heritage reasons (even if not strongly driven by religion as a way of life)

13.08 Their desire can be converted into their actual travel if information is made available and a “degree of convenience” in facilities and accommodation is factored into the tourism package.

13.09 This segment has to be distinguished from the regular/pure mass pilgrim segment category.

Indian Diaspora

13.10 The Indian Diaspora can specifically be targeted even from a non-pilgrim perspective. This could include defining packages in terms of destination, duration, cost etc. For example, one package can be defined linking all the major designated hubs:

- Greater Noida
- Lucknow
- Agra/Mathura
- Varanasi
- Jhansi/Khajuraho

13.11 A recent assessment made on the Indian Diaspora places the total NRI population at approximately 20 million having a spending power of approximating India’s GNP.

13.12 These figures are not verified, yet it is an accepted fact that they comprise a prospective market for religious as well as cultural heritage visitage including second and third generation Indian origin families whose need of information facilities on duration,

cost, convenience, safety and opportunity for travel. In the context of targeting the Indian Diaspora, special effort can be focussed on the UP origin members.

Focussed multiple niche marketing

13.13 The niches are manifold. Apparently even small niche segments cumulatively can provide for substantial tourist interest because of the focussed approach. Some illustrative cases or opportunities in the context *of foreign tourist segments* are presented here for reference purposes only:

Creating the Concept of “Twin cities”:

13.14 The objective is to create a cultural linkage between Indian and Foreign destination and explore the possibility of marketing the linkages in the identified foreign countries: Examples:

Ayodhya : Thailand

- The king of Thailand is referred to as Rama in their local context. Culturally they have an interest in the epic and have their own claim for a locally based “Ayodhya
- The possibility for unlocking a cultural interest can be explored to increase visitage to UP: Lucknow & Faizabad/Ayodhya as special reference or providing a linkage of the same with the Buddhist Circuit routes.

La. Mantiniere/ Lucknow : Lyons, France

- The founder originally hailed from Lyons--a major cultural/business centre of France
- A twin city concept with Lyons can possibly become the basis for creation of greater awareness/interest among the French for travelling to India and to UP /Lucknow in particular

Niche promotional themes (illustrative)

- England & European:
 - * Themes: Mogul Capital of India-Agra; leverage on known-brand name/image Mogul
 - * Nawab capital of India-Lucknow (India’s biggest Nawab); leverage on known brand-name/image of Nawab (“Nabob”)
- Special focus on British: Colonial experience
 - * School college special tours: Delhi-Agra-Lucknow-Chunar- Varanasi
- Special focus on French: Colonial experience

- * Delhi-Pondicherry linkage with Lucknow
- * Twin city concept: Lucknow & Lyons

Additional elements of a marketing strategy

13.15 Overall, marketing strategy can take into consideration and be oriented towards:

- **Extension of tourist season in the state:** This can be done by developing seasonal themes and product packages of experience appropriate to different seasons e.g.
 - * Night tourism in Agra, Jhansi, Sarnath especially in summer which is the “off-season” due to temperature conditions
 - * Monsoon tourism in Bundelkhand, Chandraprabha, Naugarh
- **Increasing Average length of Stay (ALOS) of tourists:** Focussed marketing of less explored tourist attractions around the main hubs is required after developing them. Further new attractions and tourism products should also be created.
- **Increasing daily span of tourist activity:** This could be done by introducing events in the evening and popularising site-visitation after sunset and by creating location-specific “unique activities”
- **Attract specific interest / high yield tourists:** This could be done by creating and targeting specific products to special interested tourist groups, like:
 - * Golf packages
 - * Nature lovers package.
 - * Educational tours.
 - * Corporate convention /training / strategic retreat package

The above is in the context of hubs and locations other than the Greater Noida SEZ which is being designed with the very objective of attracting only high income tourists on a very selective profile basis.

13.16 If required assistance from major well-known public relations and advertising agencies (having some base in UP) can be taken in formulating and implementing long term marketing campaigns. Such campaigns could involve strategic tie-ups on joint cost sharing basis with other “stakeholders” such as from the airlines/ hospitality industry, tourism service providers and travel media (both national and international: examples ~ National Geographic, Traveller Outlook etc.)

PRIVATE SECTOR PARTICIPATION & PRIVATISATION

Enhancing Private Sector Participation: Incentives and Schemes

13.17 The scope for private sector participation in tourism activities, in the context of a 20 years perspective, spans the entire gamut of such activities including tourism administration, infrastructure projects, and the construction, operation, and maintenance of tourism services and facilities.

Tourism Administration

13.18 UPT can be organised to have an advisory board (or an empanelled group) comprising eminent members from the travel and trade industry as a form of private participation at the highest level—i.e. policy making and strategising.

13.19 International members from overseas based institutions and organisations can also be considered based on a reciprocal arrangement with UPT.

13.20 The incentive in context: honorarium, status, and image enhancement motivators for the private members.

(Presently tourism administration also includes UPSTDC operations that are primarily concerned with management of hotel properties. Strategies and options for private participation in their context is covered separately)

Infrastructure Projects

13.21 Infrastructure projects benefit not only tourism but also the entire local regional community where undertaken. In principle, the feasibility and option to participate through structured BOT/BOOT and related models are already available, especially for road and power projects—however actual implementation in these areas have been very limited. This is despite a range of incentives being offered for “infrastructure status” projects.

13.22 However, it is expected that the government will play the lead role and may have to continue to be the lead investor in these areas (especially in the context of the next 5~10 years), *till the image of UP (outside NCR) as an investment destination for industrial and commercial business is enhanced from an all-India perspective.*

13.23 The above is the major driver and incentive for private sector participation in the road and power project infrastructure activities. In this context, if the state government deems that major industrial development is not feasible in a specific region or belt and that tourism alone is expected to be the major driver, and hence the govt is in a position to offer or facilitate additional fiscal or financial incentives, private sector participation could be enhanced.

13.24 Infrastructure also includes urban municipal services and is especially relevant in the context of sewerage, sanitation and cleanliness. In the context of post-construction maintenance of cleanliness, there are precedents for private participation. For example, Chennai city has awarded on an experimental basis, garbage collection and disposal activities to a corporate entity that has introduced modern mechanical methods for such waste removal, compression and disposal.

Tourism facilities and services

13.25 Traditional areas dominated by the private sector include hotel/hospitality, travel trade, local conveyance, amusement parks and facilities, cultural performances, sports activities, handicrafts etc (some of these activities and facilities do have a government presence, however the dominant player is the private sector. For example handicrafts are also marketed through state government emporiums etc.).

13.26 The major incentive or rather requirement for the private sector: is (1) that basic infrastructure (power, roads etc) be available (2) a range of cost-economic financial services be available.

13.27 In this context, the main existing special financing institution catering to the tourism industry for promotion of tourism facilities is the **Tourism Finance Corporation of India** (TFCI). In operations, TFCI has been focussed primarily on the hotels sector and additionally on investment requirements of Rs. 3 crores or more.

13.28 If further incentives are envisaged for the private sector in these areas, the issue in context is what kind of private sector? These can be major corporate or local entrepreneurs. The latter would be local community members operating low cost facilities or offering primarily services (Small wayside amenities, boating clubs, animal rides, internet cafes, health club, yoga club etc.). They have fewer institutional funding options for loans etc.

13.29 This can be addressed, to a certain extent, if national and state level agencies focussed on the SSI sector (e.g.: NSIC, UPFC, PICCUP etc) are able to give preferential loans /loans at attractive interest rates to small scale entrepreneurs providing facilities and services for the tourism sector. Presently, these agencies are focussed on SSI industry being defined in terms of factory units or requirement of industrial manufacturing equipment and not service related entities. In a related manner, agencies such as UPSIDC can assist entrepreneurs through the legalities of obtaining or leasing property/land in a simplified manner

13.30 Any incentives in regard to the above, can be subject to guidelines of defined quality and safety standards of providing services, cleanliness maintenance obligations, and can additionally be linked to skill upgradation efforts of the borrowing SSI entrepreneurs.

The special case of monuments


13.31 Monuments are primarily maintained by ASI or state archaeology (unless owned by private trusts). The concept of private participation through corporate sponsorship is of recent origin in India and is presently focussed on monument maintenance and upkeep and is extended to funding assistance for conservation.

13.32 The main incentive in this context is image enhancement and publicity for the corporate. The concept of “monument adoption” by the private sector can be considerably expanded given the vast quantum of historical monuments across UP, covering both urban and rural areas. Such private sector participation under the monitoring of ASI/State archeology/UPT can be undertaken through suitable tax/fiscal incentives. (This issue is discussed in further detail under the sections of Conservation and Funding options)

Other Archeological activity including excavations:

13.33 There is potentially scope for private sector participation in archaeological activities, particularly excavations. These could be universities with qualified archaeological / technical studies and experts: both domestic and international. Such participation, if allowed, is preferably undertaken under the overall monitoring of ASI/State Archaeology or on a joint venture basis in case of major projects.

Other Observations

13.34 In principle, private sector participation can be enhanced with tourism development and inflow. For convenience the existing incentive regime being offered by Central and State Governments in the tourism  Attached As Appendix VII.

Privatisation of Hotel properties

Introduction

13.35 UPT have constructed and operate an aggregate of 38 hotels (53 rooms and 227 dormitories). The restaurants and other services are directly operated by UPT and are not contracted out. The list of various hotel properties, facilities and locations is presented as a separate Exhibit on the following page.

13.36 In line with state policy UPT properties are envisaged to be privatised. The following need to be addressed in context of implementation of the stated policy:

- Defining policy objectives for privatisation
- Defining the strategy for privatisation aligned with the above objectives

HOTEL PROPERTIES OWNED BY UPSTDC

City	Hotel Name	No of Rooms	Dormitory	Facilities(Accommodation, Restaurant, Bar, Conference Hall) Available
Agra	Tourist Bungalow	36	6	√
	Hotel Tajkhema	10	None	√
Allahabad	Hotel Ilawart	49	8	√
Ayodhya	Hotel Saket	17	14	Bar/Conference NA
Badaun	Rahi Badaun	4	6	Bar/Conference NA
Balrampur	Tourist Bungalow	20	None	√
Bareilly	Rohila Motel	3	None	√
Bateshwar	Tourist Bungalow	3	4	Bar/Conference NA
Chitrakoot	Tourist Bungalow	12	70	Bar/Conference NA
Deogarh	Rahi Deogarh	2	6	Bar/Conference NA
Dohrighat	Motel Tathaghat	8	None	Bar/Conference NA
Fatehpur Sikri	Gulistan Tourist Complex	24	None	√
Ghazipur	Motel Siddhartha	8		Bar/Conference NA
Garmukteshwar	Motel Garmukteshwar	4	None	Bar/Conference NA
Ghaziabad	Hindon Motel	10	None	√
Haridwar	Hotel Alaknanda	32	10	Bar/Conference NA
Jhansi	Hotel Veerangana	20	None	
Kushinagar	Pathik Niwas	44	20	Bar/Conference NA
KapilaVastu	Hotel Shakya	4	10	Bar/Conference NA
Kanpur Dehat	Rahi Rania	4	None	√
Kanpur	Rahi Tatyaganj	4	None	Bar/Conference NA
Kannauj	Rahi Kannauj	4	None	√
Lucknow	Hotel Gomti	65	None	√
Mathura	Hotel Kadamb	11	None	√
Mirzapur	Hotel Jahnvi	16	10	Bar/Conference NA
	Rahi Chunar	4	None	Bar/Conference NA
Moradabad	Hotel Panchal	10	None	√
Nawabganj	Priyadarshini Motel	10	None	√
Narora	Gazal Tourist Resort	4	None	Bar/Conference NA
Rai Bareli	Hotel Saras	14	5	√
Sarnath	Hotel Mrigadava	10	12	Bar/Conference NA
Sonauli	Hotel Niranjana	20	24	Bar/Conference NA
Sravasti	Rahi Sravasti	4	None	Bar/Conference NA
Sitapur	Hotel Chakratirth	12	8	Bar/Conference NA
Sultanpur	Rahi Jagdishpur	4	4	Bar/Conference NA
Shahjanpur	Lapwing Motel	4	None	√
Shikohabad	Tourist Bungalow	4	None	Bar/Conference NA
Varanasi	Tourist Bungalow	39	10	√

*Bar/Conference NA: All facilities except Bar & Conference Hall are present

Objectives for privatisation

13.37 The following are recommended for consideration to serve as the objectives of privatisation:

- Revenue maximisation
- Ensuring post sale property use will benefit tourism
(i.e. property should be used only for the hotel and hospitality industry by future owners; for example: property would not be used for building commercial complexes)
- Ensuring maximum or gainful future employment for existing staff members of the various hotels, to *the extent possible*

13.38 The above are to be considered as being ranked in the order of priority in any situation of deemed conflict between objectives.

Defining the extent of privatisation

13.39 The following options are feasible which can be considered on a case to case basis or location-specific basis for hotel property privatisation:

- Joint venture
- Outright sale
- Lease

13.40 Whether all properties should be privatised or only some is a policy decision to be undertaken by the State government. Some options are stated below which can be taken into consideration by the State Government in finalising their policy decision in this regard.

Option 1

- **Privatise properties where the hotel/ hospitality industry is already developed:** This will imply that UPT would focus its attention on playing a pioneering/need based role of servicing the accommodation requirements till the region or site area becomes more developed in this regard. The objective is to encourage tourist visitage to areas that are underdeveloped from an overall infrastructure perspective.
- **Implication/ Assessment:** UPT could be saddled with loss-making units and be compelled to provide budgetary support in regard to the same.

Option 2

- **Privatise only the loss making units:** This policy option is sometimes suggested on the grounds that profit earning/revenue generating entities can be kept with the UPSTDC/UPT
- **Implication/ Assessment:** Loss-making reasons have to be carefully assessed; reasons could range from inappropriate management control/marketing to inappropriate location strategy. If loss making is because of the latter reasons, there could be “few takers” in the privatisation exercise.

Option3

- **Privatise all properties** eventually on the policy principle that government is not to be in the business of “operations” of hotels; but in providing for policy guidelines, strategy, and facilitating the growth of infrastructure and industry

Option 4

- **Privatise through “unbundling” of operations and by management contract.** Under this option, the UPT brand name could be retained and ownership of land and assets would be vested with UPT. Some or all services, including: room marketing related, food and beverages sale etc. could be awarded to single or several entrepreneurs on the basis of management contract. There would be no lease under this concept and the same can be defined as limited privatisation.

Strategy for implementation

13.41 From a strategic perspective, it is advisable that a phased approach be adapted. This could be as follows:

Time frame

Approach

Within one year

Finalisation of policy on privatisation; creating awareness and publicity of intent to privatise and the specific properties shortlisted in the context of the same; undertaking appropriate augmentation works that could enhance the prospective earnings from privatisation. Internally determine valuation basis for minimum desired price earnings from privatisation, and undertake necessary modification to memorandum and articles of associations to legally permit/ provide flexibility for privatisation.

0-5 year time frame	Undertaking “pilot exercise” of privatisation of three~five identified hotel properties.
6-10 year time frame	privatise all remaining hotel properties selected for privatisation

Other issues in context

- Employee transfer to new venture/ owner: post privatisation
 - * Needs case to case negotiation. New owner may or may not accept existing employees.
 - * To assist their employees UPSTDC may provide for their refresher training / diversified training at identified management/hospitality related institutions. The cost of training can be charged to the earnings/ net profits of the identified hotel or as a general overhead entry for UPSTDC as a whole.
 - * Additionally the ITDC hotels privatisation maybe used as a precedent wherever relevant.

CONSERVATION, ENVIRONMENT IMPACT ASSESSMENT AND ARCHITECTURAL CONTROLS

Conservation of Monuments

13.42 The major forms of monuments in most of UP or either in the form of stone structures or brick based structures.

13.43 The most typical conservation problems faced by monuments are:

- Water leakage into foundation or walls (e.g.: Residency)
- Defacement of monuments by deliberate intent (e.g. Residency)
- Direct encroachment by persons on outskirts/ adjacent wall areas or even inside monuments (e.g. Chunar Fort, Bara Imambara, Shahi Bridge)
- “Original binding mortar agent” between bricks and stones becoming dissolved leading to collapse of wall portions or sections
- In the case of certain stone built monuments, such as fort walls, the original and traditional system of metal clamps between select stone sections becomes rusty and dissolves leading to specific structural problems
- Growth of plants, tree saplings from various sections of the monument, including side walls and even roofs of the monument.

- In the case of several monuments, ownership is in the hands of private trusts. Although members may be well intentioned, they may lack in the knowledge of scientific tools of conservation.

13.44 A major problem in conservation is “white wash” painting of old monuments in the name of conservation which reduces the majesty of the original structure. This appears to be a widely prevalent across several monuments of UP. Examples: Bara Imambara/ Chotta Imambara, Sections of Fort Chunar, portions of various monuments in Jaunpur, Naugarh Fort Sometimes such painting is done in the name of “beautification” (e.g.: the historic Nag Kund in Mirzapur district).

- Alternative techniques to approach the nearness of the “original look” are available and established; they should be encouraged or enforced wherever possible.

13.45 Based on preliminary discussions with archeology officials, no formalised listing of “extremely damaged monuments” have been made although understanding and attention is being accorded to some monuments. The typical monuments that can be considered extremely environmentally damaged include:

- Monuments alongside riverbank areas whose foundation is getting eroded or is in danger of getting eroded: e.g.-1 Digamber and Shwetambar temples on the outskirts of Varanasi. A retaining wall alongside the temple has been proposed in context. e.g.-2: Naugarh fort: alongside tributary river section and general marshy area. A more detailed technical assessment may have to be undertaken to assess as to the extent of impact that has taken place on the foundation area and the nature of likely impact in the future.
- Monuments that are considerably encroached: For example, in our estimate, the Chunar Fort area in sections should be regarded as an extremely damaged monument in this context. In addition due to:
 - * Sections of wall being collapsed
 - * Some sections, in particular the Warren Hastings Establishment, having particularly weakened – dilapidated structures
 - * Strewn heaps of plastic bags on the outer wall areas along the approach road to the fort area causing visual inelegance
- Monuments such as the Shahi Imam Bridge that presents a combination of white-wash painting, considerable defacement with hand-posters arising from lack of local awareness/ pride factor in the historical or architectural significance of the Bridge, and encroachment without standardised cleanliness /sanitation norms.
- Monuments whose physical structure are in apparent danger of collapse (e.g. Rahila Sun Temple/ Karkarmath temple Mahoba and Dasavtar temple, Deogarh)

13.46 The vast number of monuments in the state of UP itself makes upkeep and maintenance and conservation with landscaping a daunting task. Both the ASI and State Archeology are specialist agencies in this context.

13.47 However, the importance and significance of these monuments—both well known and those lesser known-- for which these agencies have considerable information, is required to be shared with other agencies such as UPT and the general public, especially the local communities living adjacent to the structures. Special sensitisation as also public relations agenda is required in context. In the section on institutional recommendations, the need for close co-ordination between archeology departments and UPT has already been stressed. In addition, the technical expertise in conservation techniques should also be made available to certain categories of historical monuments owned by private trusts. Similarly, the trusts can also be brought under agreed guidelines for conservation and maintenance through necessary enabling legislation and/ or separate MoUs to this effect.

13.48 Landscaping around the monument structure provides an added degree of protection against general wind erosion, air /chemical pollution, and even serves as a stabilizing factor against vehicular vibratory impact, especially in congested areas. Although seemingly minor elements, these effect the longevity and “overall health” of the monuments.

- The proposed 20 year perspective plan has laid considerable stress on landscaping at various levels: from specific monuments and structures, to entire belts, and in general covering the main towns/cities within which key attractions are located.

“Sponsorship” of monuments for upkeep

13.49 There are several international agencies that are involved in monument preservation and upkeep. In addition, there are precedents of corporates undertaking “monument upkeep” as an exercise in corporate philanthropy as well as their own corporate image enhancement. In a phased manner, after an initial pilot experiment, UPT along with the archeological departments can consider monument upkeep (this can range from landscaping, and general cleanliness to funding of special restoration projects or amenities) and corporate sponsorship under agreed guidelines and instituted safeguard /monitoring by the former.

13.50 For reference in context, a select list of sponsored projects is presented in the table below.

	Monument	Sponsorship body	Amount	Primary Funding Source
1	Humayun's Tomb	Indo-British 50th Anniversary Trust~British Expatriates: (Oberoi Group & Agha Khan Foundation)	Rs. 9 lacs	British Expatriates, Indian Hotel Chain, & Private Trust
2	Taj Mahal	Tata Sons		Indian Corporate House
3	Shaniwar Wade monument, Near Aurangabad	Venkateshwara Hatcheries, Bajaj Group, MTDC, Tata Sons, & Finolex	Rs 60 lacs	Indian Corporate and State Govt.
4	Madurai Meenakshi Temple, Madurai	Sterling Group	Rs.32 lacs	Indian Corporate
5	Gwalior Monument and Princep Ghat, Calcutta	UB Group	Rs.27 lacs	Indian corporate
6	Mahatma Gandhi Rd and DN Road, Mumbai	Stanchart & ANZ Grindlays Banks		MNC-Banks
7	David E. SaSoon Library, a 150 year Gothic Building, Mumbai	ACC		Indian Corporate
8	Taj Mahal Conservation	Pepsi, through an event management: Yanni Concert in 1997	Rs. 5 Crores	MNC-Soft drink Beverage
9	Jaisalmer Fort in Rajasthan	American Express Bank (money routed through INTACH)	USD-1million	MNC-Bank
10	Army, Navy Building; Mumbai	Tata Sons	Rs.50 lacs	Indian Corporate
11	Jantar Mantar	Appejay Group (specifically for monument lighting)		

13.51 In fact, UP itself has been a beneficiary of one project; the somewhat controversial Yanni concert in the vicinity of the Taj, which raised money to contribute to the preservation of the Taj.

Conservation of forests and natural/scenic reserves

13.52 UP has approximately 24 designated forest and natural wildlife preserves. From the perspective of conservation, we have recommended that only two of the above be made available for the general-interest tourist segment. Even in their case, tourism promotion envisages adequate safeguards since only environmentally friendly activities

(e.g. trekking, rock-climbing etc) are envisage along with zoning patterns defining permissible and non-permissible visit areas.

13.53 Some of the conservation problems encountered in the context of the reserves:

- Human encroachment and even dangers of poaching in certain areas (e.g.: Dudhwa)
- Growth of “exotic weeds” (non-indigenous plants) in certain habitat areas, causing occasional grazing/feeding constraints.
- Need for supplementary “water pools” in some reserve areas to supplement natural water availability
- Occasional animal movement from forest areas into adjacent farming areas
- Occasional hazards of forest fires, specially during “dry spells”

13.54 The major requirements in meeting the conservation requirements are fencing and constant monitoring of the above issues through rangers and other officials of the Forests Department.

13.55 In addition, it has been recommended that as a measure of “community sensitisation,” that as part of policy as well as facilities:

- A brief orientation training or session should be provided for all group visitors to the forests areas on: “dos and don’ts in the forests area; safety precautions; general issues to maximise stay and enjoyment in the reserve area or designated reserve adjacent scenic areas for camping, trekking, and the various adventure sports”.
- More advanced training sessions may have to be conducted in the context of certain adventure sports (in association with retained experts) such as rock climbing and row-boating in permissible designated areas

13.56 Hence, conservation and preservation would be enhanced if perceived as requiring community participation rather than as a job of specialist government agencies alone.

Select issues in Architectural controls

13.57 The various elements of preservation and conservation are also a constituent of architectural controls. In addition, the following are select issues requiring attention:

New construction within monument vicinity

13.58 The existing ASI rules relating to construction within designated monument vicinity are very strict, and on occasion, breached. Furthermore, the rules are uniform regardless of:

- Location
- Deemed importance of the site from a tourism/ visitage perspective
- Size of the monument and surrounding areas within the monument complex

13.59 The above may be considered for re-evaluation in consultation with the state government with a need to institute in-built flexibility, (specially in the context of UPT desiring to provide or construct small visitor friendly services / facilities in a manner that architecturally blends with the overall monument complex)

Design aesthetics of surrounding constructions

13.60 For designated tourism intensive towns, cities, and locations, new construction of various categories including public buildings, hotels, public amenities, and even general structures such as public benches are recommended to be subject to design aesthetics guidelines, wherever possible—to be in harmony with the tourism ambience.

- For example: concrete and whitewashed painted structures may be inappropriate in the forest area.
- The above design elegance concept may be extended to such structures of mass pilgrimage such as Ghats, if possible
- In the context of monuments owned by private trusts, (such as the Bara/ Chota Imambaras), this would include guidelines for shop signage display, material options that can be used, landscaping and cleanliness standards etc. In addition to the guidelines, *training or services have to be provided to advise on how such standards and guidelines are to be implemented*

13.61 Other architectural controls have been recommended on a situational basis in the form of special zoning projects in earlier chapters. Select examples are reproduced:

- Specified non-motorised vehicular zone: in Varanasi and Sarnath
- Sacred site zoning concept for eligible religious sites
- Special designated areas for planned development of amenities, facilities etc in scenic places such as Naugarh (Chandauli District) etc.

13.62 In addition to the elements of conservation /preservation and architectural controls presented in this chapter, certain additional specifics covering the areas of carrying capacity (Appendix-IV), environmental impact (Appendix-V), names and addresses of

international funding agencies associated with conservation are covered in the relevant appendices (Appendix-VI).

14.00 IMPLEMENTATION /ACTION PLAN FOR TOURISM DEVELOPMENT

{This chapter covers Points no. ii,xiii of the Guidelines}

14.01 The action plan covers immediate (0 to 1 Year) priorities and then priorities for each of the three phases of the plan. The 20 Years Perspective Plan is envisaged to serve as the initial foundation document setting the long-term direction; in this context it is imperative to apply the rolling plan concept to continuously update and refine the same over the designated plan period.

14.02 The major elements of the implementation/action plan cover: planning framework for implementation; modified policy framework/enabling legislation/ special task force attention areas; requirements for UPT to play a catalytic role: circuits for development; special marketing focus areas etc.

TIME FRAME IMMEDIATE: (0-1YEAR)

Planning framework

- Undertake region-wise specific master plans (for micro detailing) for which the 20 Years Perspective Plan would serve as the Base Document.
- Development of consensus on the importance /priority level of tourism in the overall strategy for the state's development

Special task force (including inter-ministerial, PPP etc): attention areas

- Special task force to examine institutional framework issues: specifically on coordination with ASI and state archeology; region-specific authorities; coordination of budgeting between state and district planning for tourism
- Formulate policy framework /enabling legislation
 - * for privatisation of hotel properties owned by UPT/UPSTDC
 - * for land acquisition from tourism perspective
 - * for incentives to promote cleanliness and sanitation drive
 - * for adoption and up-keep of monuments by private corporates, institutions and associations of local bodies

UPT –a catalytic role

- Computerisation and web-based networking of all UPT offices, Tourism Site offices
- Digitisation of all visuals of all monuments, tourist sites and attractions

TIME FRAME: 0-5 YEARS (PHASE I)
(in addition to those mentioned for 0-1 Year)

Planning framework

- Detailed project feasibilities for first phase projects

Special Task Force: attention areas

- Privatisation: implement pilot-privatisation of 3~5 shortlist properties of UPT
- Institutionalisation of integrated budgetary framework and strategies covering district, state plans for tourism promotion as also State Archeology and ASI.
 - * Monument upkeep: Pilot implementation of sponsorship and adoption for shortlisted monuments.
 - * Cleanliness and sanitation focus/target(for monitoring by UPT): monument frontage: basic infrastructure and landscaping development for hubs and circuit locations focussed for first phase development

UPT –a catalytic role

- Revamp visitor centre concept on franchisee basis
- Revamp and institute comprehensive information dissemination through revamped portal web-enabled systems

Circuits and targets

- Implement investments (covering various project categories: infrastructure, connectivity, site attractiveness augmentation, conservation etc.) as per targets for phase-I
- Hub wise, circuits for focus in terms of development and promotion during phase-I are as follows:

Hub	Mainstream Satellite Circuits
Varanasi	Varanasi-Chunar Varanasi-Sarnath
Lucknow	Lucknow only
Jhansi	Jhansi (& sites enroute Khajuraho & Deogarh)-Deogarh - Kalinjar
Agra	Agra Taj Mahal– Red Fort - Sikandra-Fatehpur Sikhri
Greater Noida	Casino complex pilot/restricted access

Religious Circuits (select)	Mainstream Circuits for development
Buddhist Circuit based	Sarnath-Kushinagar-Sravasti
Others	Varanasi-Vindyanchal- Allahabad

- Priority Hub for marketing emphasis in phase-I (each hub and related satellite destinations would have their own marketing requirements; however even among hubs, prioritisation is required from an overall UP perspective. The recommended priority is stated in context)
 - * (Varanasi Hub) Chunar Heritage Fort Complex—the World’s Oldest Living Fort and the proposed “Twin City of Varanasi”
 - * (Lucknow Hub)—Lucknow city: the Nawab Capital of India—culture, cuisine, crafts, festivals, monuments etc.

TIME FRAME: 5-10 YEARS (PHASE-II)

Planning framework

- Detailed feasibility studies for projects envisaged to be implemented in phase-II
- Mid-review of implementation of 20 year plan and achievement of targets in investment, tourist inflow, institutional parameters.
 - * Assess need to develop new hubs and extended satellite destinations
 - * Examine feasibility of extension of perspective plan to cover additional districts and locations not considered in the present plan

Special Task Force: Attention areas

- Privatisation: implement privatisation of all hotel properties owned by UPT incorporating the learnings from “pilot exercise” undertaken in phase-I
- Monument preservation/upkeep: Institutionalise incorporating learning from pilot exercise undertaken in phase-I: Complete monument heritage preservation linkage with corporate and other sponsors
 - * Cleanliness and sanitation target (for monitoring by UPT): basic infrastructure and landscaping development covering a radius of 5 km around short-listed monuments/ site attractions.

UPT –a catalytic role

- Benchmarking: institute / develop the capabilities for and undertake international benchmarking
 - * of tourist flows linked with infrastructure : to define standards of required infrastructure
 - * cleanliness and sanitation: to define standards of enhanced cleanliness and sanitation

- * more broadly: unique activities, created attractions, and services being offered; countermeasures to tourist harassment

(Note: Without benchmarking and assessing how tourist flows are related to various activities, both nationally and internationally, the state of UP may not realise the full benefits of tourism; more specifically would not be able to emerge as a premier tourism destination nationally and internationally)

- Information and tourist safety promotion role or infomediary role: providing a high degree of interactivity with prospective and actual tourists including pre-visit and post visit phases. Providing for:
 - * Registration/feedback facilities with UPT for interested tourists
 - * Networking system with DM's office, hospitals, travel agencies, relevant service associations, site offices etc. to facilitate rapid response to tourist requirements, especially in cases of genuine difficulties
 - * Call centre type facility to additionally process various requests and queries of tourists in various regional and select international languages
 - * Fostering the image of UP as a safe and convenient region for a range of “relevant tourist experiences”; the basic requirement being to convert the concept of “tourist” to “customer” for the state.

Circuits and targets

- Implementation of investments (covering various project categories: infrastructure, connectivity, site attractiveness augmentation, conservation etc.) as per targets for phase-II
- Hub wise, circuits for focus in terms of development and promotion during phase-II in order to enhance the attractiveness of the core hub are as follows:

Hub	Mainstream Satellite Circuits (additionally being developed during present phase)
Varanasi	Varanasi-Jaunpur Varanasi-Chandraprabha-Naugarh
Lucknow	Lucknow- Dudhwa National Park- Singahen Heritage Village- Lucknow Lucknow-Faizabad-Ayodhya-Lucknow
Jhansi	Jhansi- Samthar – Erich – Todi Fatehpur Jhansi-Mahoba
Agra	Agra-Patna Bird Sanctuary Agra-Mathura/Vrindavan
Greater Noida	(stand alone destination); Delhi- Greater Noida
Buddhist Circuit	Lumbini- Kapilvastu-Kushinagar

- Hubs for special marketing emphasis during phase II:
 - * (Jhansi Hub): Forts , Heritage & scenic beauty; entire UP Bundelkhand circuit areas
 - * (Agra Hub): The Mughal Capital of India theme

TIME FRAME: 10-20 YEARS (PHASE-III)

Planning framework

- Detailed feasibility studies for specific projects suggested for phase-III
- Examine feasibility of extension of perspective plan to cover additional districts and locations not considered in the present plan
 - * For the purpose of the “mainstream” tourism
 - * To offer an additional range of tourism attractions and to reduce possible strain on account of carrying capacity limitations (the above would be specially relevant if actual tourist inflows exceed projected estimations by a considerable magnitude)

Special Task Force: attention areas

- Implement cleanliness and sanitation drive to internationally benchmarked standards
- Implement tourism customer service to defined internationally benchmarked standards

UPT-catalytic role

- Through comprehensive networking with travel trade community as well as government agencies and entities, enable and facilitate micro-marketing and tourism promotion according to niche-segment interests
 - * i.e. tourism customised for the various categories and segments of both domestic and international tourists

Circuits and targets

- Implementation of investments (covering various project categories: infrastructure, connectivity, site attractiveness augmentation, conservation etc.) as per targets for phase-III.
- Hub wise, circuits for focus in terms of development and promotion during phase-III in order to enhance the attractiveness of the core hub are as follows:

Hub	Mainstream Satellite Circuits (additionally being developed during present phase)
Varanasi	Varanasi-Kaimur
Lucknow	Lucknow – Faizabad – Lucknow- Sravasti-Lucknow (Sravasti in context is being linked as a heritage and cultural centre.)
Jhansi	Jhansi- Chitrakoot – Banda – Kalpi
Agra	No addition
Greater Noida	No addition; stand-alone Hub
Buddhist/ Other Religious Circuits	Allahabad-Kaushambi Agra-Sankisa

- Hubs for special marketing emphasis:
 - * (Greater Noida): Leisure-Entertainment Complex

General note on marketing

1. Religious centres/locations are not being earmarked for “commercial marketing”. The objective in context is to offer facilities, amenities and conveniences, create awareness of specific the above to persons interested to undertake such visits /pilgrimage.
2. However, “commercial marketing” effort can be focussed on potential customer segments who would be interested in visiting such pilgrimage centres/sites motivated by interest in “cultural heritage”

APPENDIX I

DEMOGRAPHIC AND BACKGROUND PROFILE OF THE UTTAR PRADESH & SELECTED HUB DISTRICTS

(This appendix covers guidelines under Point no. iv)

This section provides a brief outline of the basic demographic background for UP, focussing on the districts that are to serve as the major hubs. (In addition the district of Allahabad has been included because of concentrated tourist pilgrimage).

District	Pop in '000 No's	Lit rate (%)	Area (sq.k m.)	Urban (%)	Infra Dev Index	Occupation* (%)			Work Pop.	Culti	Agri	Hhold /Indtry	Othe rs
						P	I	S					
Agra	3,611	64.97%	4027	40.39%	107.7%	4	37	59	9.802	2.68	1.246	0.575	5.298
Lucknow	3,681	69.39%	2528	62.66%	124%	7	21	45	10.99	2.145	1.312	0.518	7.015
Varanasi	3,148	67.09%	5091	27.2%	102.9%	4	42	54	9.82	2.01	1.049	2.219	4.552
Jhansi	1,747	66.69%	5137	5.71%	108.3%	4	27	52	6.48	2.58	1.352	0.365	2.182
Allahabad	4,942**	62.89%	7261	20.77%	101.3%	5	18	77	16.95	5.38	4.023	1.669	5.869
Greater Noida	Under Gautam Budh Nagar district, Recently established, no comparable data available for the period in context												
Uttar Pradesh	166,053	57.36%	294, 411	19.84%	112.04%	5	34	56					
India	1,027,015	55.18%	3287 ,263	25.71%	100%								

* Occupation (P: Primary, I: Industry & S: Services) of the main city excluding the other towns of the district

** Population excluding that of Kaushambi district that was formed as a separate district after its breakoff from Allahabad

Infrastructure Development Index (Source: Centre For Monitoring Indian Economy Pvt. LTD) is the metric connotation of the development of infrastructure over the different regions. Essentially the following 7 major infrastuctural facilities have been included for the purpose of calculating the Infrastructure Development Index:

1. Transport Facilities
2. Energy
3. Irrigation facilities
4. Banking Facilities
5. Communication infrastructure
6. Educational Institutes
7. Health Facilities

The population growth rates (CAGR) for the district hubs are given below

District	CAGR of Population
Agra	2.75%
Lucknow	2.91%
Varanasi	2.29%
Jhansi	2.02%
Allahabad	2.39%***
Greater Noida	
Uttar Pradesh	2.32%
India	1.95%

*** CAGR calculated with population of Kaushambi included.

Observations:

- The population of India is growing at the compounded annual growth rate of 1.95% from 1991-2001 and Uttar Pradesh has the growth rate of 2.32% from 1991-2001
- All the district hubs have the literacy rate higher than the average literacy rate for the state of Uttar Pradesh and overall India's Literacy rate.
- Lucknow is recording the maximum annual growth rate in the population (2.91%) and Allahabad(excluding Kaushambi district) the least (0.042%).
- The Infrastructure Index for UP is higher than the national average despite perception to the contrary.
- All the district hubs have the infrastructure development index higher than the India's index but average less than the UP index(except for Lucknow)
- Maximum number of people (> 50 %) in almost all the district hubs are engaged in the service sector.
- On the basis of the above data and taking the average annual growth rate of 1.8% for India and 2.0% for UP state approximately, the projected population for the next 10 years and 20 years for UP and India are given below

	10 years	20 years
Uttar Pradesh(at CAGR 2.0%)	202 million	247 million
India(at CAGR 1.8%)	1227 million	1467 million

ADDITIONAL ASPECTS RELATING TO SPECIFIC INFRASTRUCTURE

- This section covers specific information on the following types of infrastructure :
 - Power
 - Water
 - Sewerage
 - Roads and Transportation
- The perspective is for a state-wide basis but is applicable (or otherwise impacts) on several locations being recommended for promotion as prime tourism destinations.

(Note: Ninth plan refers to period 1997-2001 and Tenth plan refers to period 2002 – 2007; year in context refers to the financial year)

POWER

Salient highlights

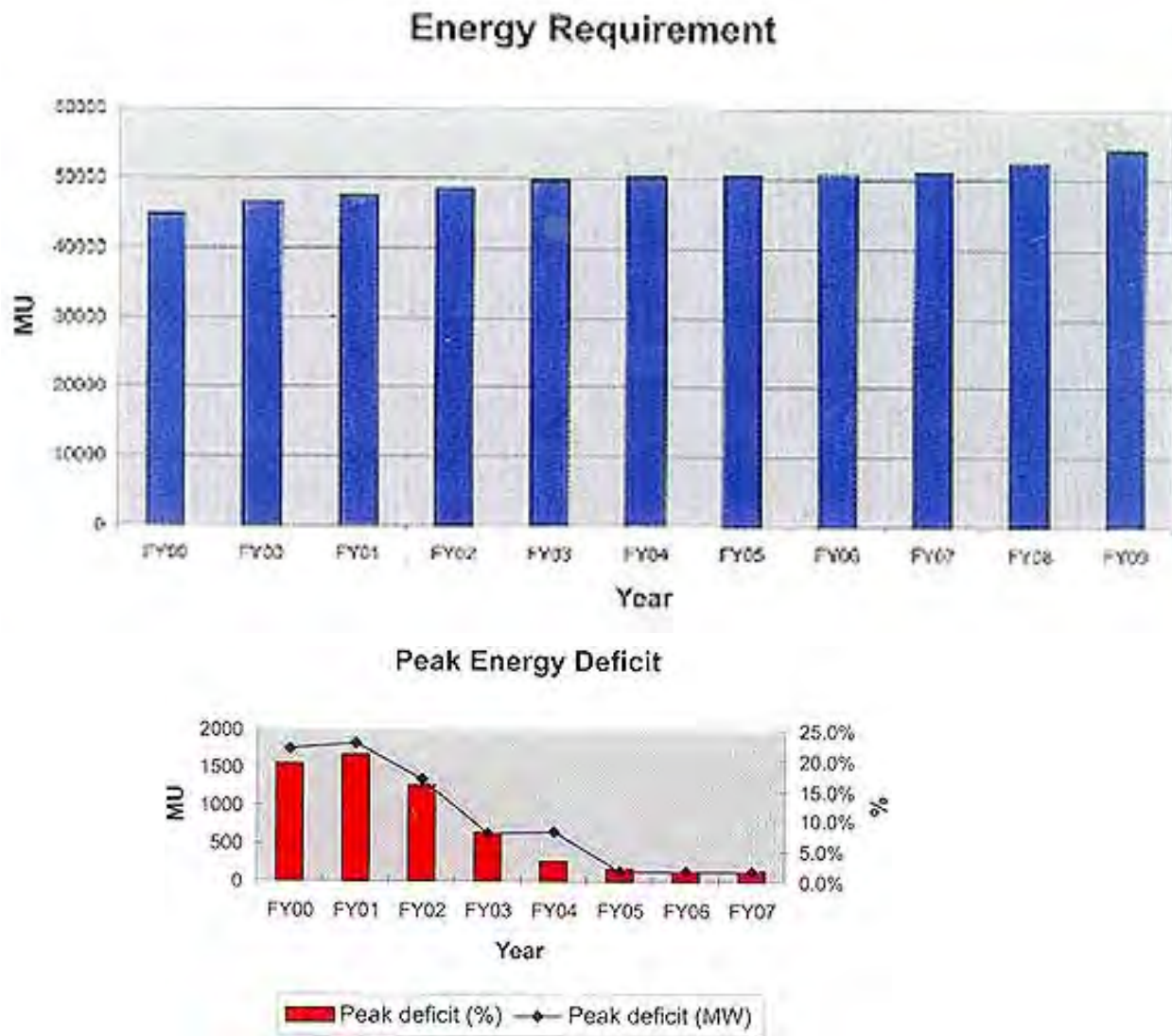
- The energy availability by the end of ninth Plan: envisaged to be 56,755 MU as against the demand of 61,066, MU leaving a gap of 4,311 MU (7.1%).
- During the Ninth Plan, state's own installed capacity has gone down to 5619.28 MW from 6057.50 MW in the beginning of the plan.
 - This has coincided with the trend of the improving in the Plant Load Factor of Thermal Power plant but a trend of deterioration of T&D losses for the five year period.

Energy Availability, Energy Sold and T&D Losses

M.U.

Year	Total Energy available at Bus Bar including Gross Import	Transmission Distribution Losses	Total Energy Sold	%age Loss to the total Energy Available at Bus
1985-86	14966	3079	11887	20.57
1986-87	17233	3578	13655	20.76
1987-88	19787	5307	14480	26.82
1988-89	21869	5785	16084	26.45
1989-90	24507	6396	18111	26.10
1990-91	26694	6962	19732	26.08
1991-92	28563	7215	21348	25.26
1992-93	29403	7085	22318	24.10
1993-94	31004	7194	23810	23.20
1994-95	32950	7140	25810	21.67
1995-96	35108	8001	27107	22.79
1996-97	35853	8812	27041	24.58
1997-98	36425	9295	27130	25.52
1998-99	38985	10359	28626	26.57
1999-2000	39864	16189	23675	40.61

- The energy requirement and the peak energy deficit forecast for 10 years have been shown in the charts that follows:



- **Tenth Plan Outlay and Target:** Proposed total outlay of Rs.6809.22 crores for the Tenth Plan(8.08% of the total outlay) and target for the installed capacity approximates 15084.95 MW
- **Investment Plan from a longer term perspective:** Based on the longer term demand forecast for power, (as indicated in the above charts) it is estimated that Rs.186

billion (base cost and physical contingencies) will be required for investments by the state Sector in Generation, Transmission and Distribution of power in Uttar Pradesh during the period FY 2000 to FY 2009.

- The total estimated investment requirement during FY 2000-FY 2009 are:
 - Generation Rs.37 billion
 - Transmission Rs.37 billion
 - Distribution Rs.112 billion

Other Issues

- **From the tourist perspective:** The key issues are related to power availability and reliability of the voltage. Presently several tourist destinations are routinely experiencing the power “outages” of 5-7 hours a day on a conservative basis.
 - From the 20-year perspective plan all the financial and technical parameters of the tenth five-year plan and the longer term investment estimates as given above are essential to be met and these projects are not being treated separately as a part of the Tourism plan. They are treated as a foundation and a background requirement.

WATER

- Institutionalised water supply is intended to eventually comprehensively cover 623 towns and approximately 243583 villages.
- According to All India Central Water Commission (Information system directorate), the water requirements for the state of UP is 6.094 Cubic Km for the year 2001 -- highest on an all - India basis. This would be increasing with the population increase.
 - However, The availability of the water in the state is going down with depletion of water table and the discharges of the rivers, and a further review of the requirements of the water is necessitated. This may be based on a bare minimum norm of 40 Lts per capita per day for meeting requirements of drinking, bathing, washing and ablutions.
- The Ninth plan saw a severe shortfall of the actual expenditure towards augmenting water supply systems. (E.g. provision of Rs.3816.12 Cr for urban water supply but actual expenditure of Rs.357.45 Cr)
- **From tourist perspective:** clean and portable water supply is essential especially in urban centers. Presently drinking water for the middle and high-income tourist segment is gradually being provided by the private sector through bottled mineral water. However this is a response to a shortage situation and is not the optimum solution in the long run. Several tourist centers proposed for the development as a


part of the 20 year Perspective Plan require overhead tanks for water supply and pumping stations (e.g. Jaunpur, Vindhyanchal etc.)

- Major ongoing projects for augmenting water supply and quality in UP include: Ganga barraj at Kanpur, Taj Trapezium zone program, Barraj at Agra supplemented enhancement of storage and pumping capacities, Barraj on river Yamuna at Mathura etc. The UP govt is cognizant of the deficiencies of the existing water supply and is envisaging various schemes for the reorganization of the same to be oriented towards improved efficiency in operations.
- The total outlay for the Tenth Plan under various schemes approximately 2000 Cr

SEWAGE SYSTEM

- The internal/ covered sewerage system is considerably inadequate and reflects serious deficiencies across the state as acknowledged by UP Govt sources as well. According to official sources :
 - Out of 623 towns only 46 towns have partial sewerage system
 - Out of these 46 towns, 8 towns are in the population bracket of more than 5 lakhs while 38 towns have population of less than 5 Lakhs.
- The various major Sewerage plants existing in UP are given in the table below

State	Project	State	District
Government of Uttar Pradesh	Sewerage Treatment Plant (Unnao)	Uttar Pradesh	Unnao
	Sewerage Treatment Plant (Lucknow)	Uttar Pradesh	Lucknow
	Sewerage Treatment Plant (Kanpur)	Uttar Pradesh	Kanpur
	Common Effluent Treatment Plant (Meerut)	Uttar Pradesh	Meerut
Greater Noida Industrial Devp. Authority	Water Treatment Plant	Uttar Pradesh	Gautam Budh Nagar

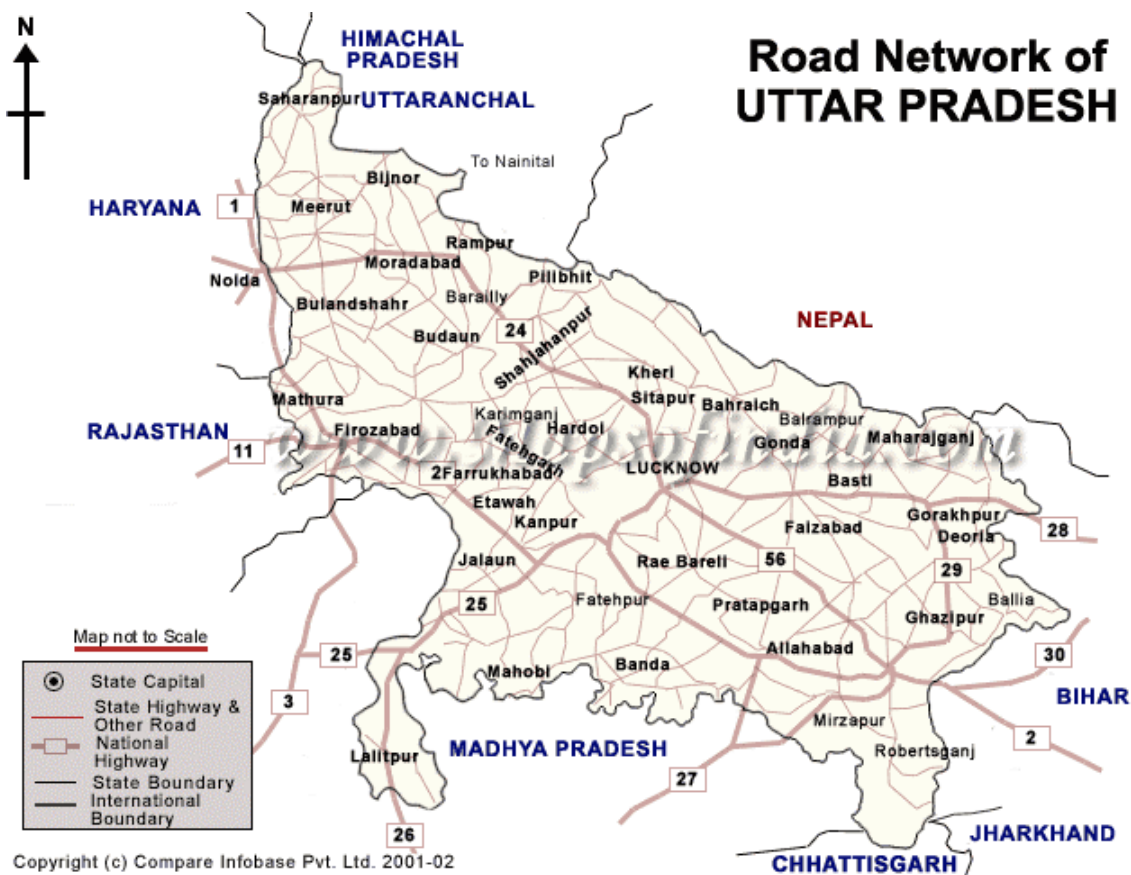
- The Ninth plan saw a severe shortfall of the actual expenditure; towards augmenting Sewerage systems. (E.g. provision of Rs.343 Cr for urban sewerage improvement but actual expenditure of Rs.20.82 )

- The Tenth plan is envisaging Rs.100 Cr towards various urban related sewerage schemes.
- Addressing Solid waste generation could be combined to a certain extent with energy generation projects. Example: According to [Non-conventional Energy Development Agency \(NEDA\)](#) solid wastes generated by various districts of UP state which can be used for the various power projects are as follows:

S.N.	DISTRICT	GARBAGE GENERATION	ORGANIC MATTER	POSSIBLE CAPACITY	GESTATION PERIOD
1.	Agra	600 MT./DAY	29.80%	8 MW	The Gestation period of such project varies depending on the technological option selection. It may range from 1 yr. to 3 yrs.
2.	Aligarh	300 MT./DAY	40.42%	5 MW	
3.	Allahabad	500 MT./DAY	35.93%	7 MW	
4.	Bareilly	497 MT./DAY	35-40%	7 MW	
5.	Ghaziabad	480 MT./DAY	52%	5 MW	
6.	Gorakh-Pur	300 MT./DAY	58.54%	5 MW	
7.	Kanpur	1500 MT./DAY	30.30%	20 MW	
8.	Lucknow	1500 MT./DAY	45.48%	20 MW	
9.	Meerut	500 MT./DAY	40%	7 MW	
10.	Muradabad	350 MT/DAY	40-45%	5 MW	
11.	Varanasi	500 MT/DAY	49.20%	8 MW	

ROADWAYS

The road network for UP is depicted below



- As of 2001, the total length of key roadways

<i>Road category</i>	<i>As per target</i>	<i>Actuals</i>
National Highways	4818 km	3793 km
State Highways*	27807 Km	10,006 km
Major district roads	46,980 km	7,027 Km
Other district and Village roads**	196496 Km	90145 Km

*(Existing traffic density on most state highways requires double laning and strengthening)

- Presently 45% villages of the total no of 97,134 villages are presently connected by road.
- Presently the road density of Uttar Pradesh lags behind other leading Indian states.
- **From the tourism perspective:** The existing network of roads, especially national and state highways has played a role in selection of the proposed hubs/ satellite locations for tourism development.
- The Tenth Plan envisages the target of construction of Rs.80,696 Km of roads covering a range of projects and is envisaged an outlay of Rs.6681.4 Cr (approximating 7.93 percent of the total five year plan outlay).

APPENDIX II

PROJECTS: EMPLOYMENT POTENTIAL & RANKING

{This chapter covers Point no. xvi of the Guidelines}

In this Appendix projects are evaluated on their employment generating potential. In this regard it is to be noted that the employment generation has been evaluated assuming that all other projects in the plan are implemented. Therefore ranking in terms of employment generation should not be used for prioritization of projects.

The evaluation of projects is based on permanent and temporary employment generation. Temporary employment implies the people working in construction and related activities. Permanent employment implies persons working in amenities, museums etc.

CENTRAL UP

	Employment	
	<i>Permanent</i>	<i>Temporary</i>
Lucknow		
General package monument uplift/ maintenance clearance		Medium
Residency Museum		Low
Event sports project	Medium	
Special Marketing Budget		Low
Community Sensitisation		Medium
Promenade along Gomti + Cruise	Medium	Very High
Dudhwa		
Log huts	Low	Low
Genset		
Road project (40 km)		Very High
Battery operated buses	Low	
Forest outskirts / meditation retreat	Low	Low
Camping area	Low	Low
Sports	Low	Low
Internet Café	Low	Low
Singahen Heritage palace complex		
Hotel cum retreat	High	Very High
Mini Golf Course	High	Very High
Singahen Royal Crafts Haat	High	Medium
Tourism village	High	Very High

Topmost Projects in terms of Employment potential

Singahen Heritage palace complex

- Hotel cum retreat
- Mini Golf Course
- Tourism village
- Singahen Royal Crafts Haat

Lucknow

- Promenade along Gomti + Cruise

SOUTH EAST UP

	Employment	
Chunar	<i>Permanent</i>	<i>Temporary</i>
Accommodation	Very High	Very High
Museum	Low	Medium
Recreated tourist village	High	High
Pottery Complex	Low	Low
Boating facilities Jetty	Low	Medium
Horse Riding	Medium	Low
Lighting	Low	Low
Landscaping	Low	High
Bridge		Very High
Administrative Office		Low
Fort renovation		High
Sewerage	Low	
Signage		Low
Internet Café	Low	Low
Chandraprabha		
Amenities (Canteen/ Toilets)	Low	High
Log huts	Low	Medium
Camping ground/ Tent House	Low	Low
Village accommodation/ Tourism	Medium	Low
Museum	Low	Medium
Adventure sports	Low	Medium
STD/PCO booth	Low	Low
Basic Medical Facilities	Low	Low
Internet Café	Low	Low
Naugarh		
Fort renovation		High
Boating shiftable jetty		High
Amenities (Canteen/ Toilets)	Low	Medium
Camping ground/ Tent House	Low	Low
Internet Café	Low	Low
Jaunpur		
Internal Sewerage (15 sq.mt.)	Low	Low
Overhead Water tank for supply	Low	Low
Road strengthening 5 kms		Medium
Indian Islamic Cultural Center	Medium	Medium

Jaunpur Fort renovation/ Signage		High
Internet Café	Low	Low
Jaunpur Fort mini museum	Low	Medium
Recreat turkish bath		Medium
Amenities (Canteen/ Toilets)	Low	Medium
General Landscaping/ Garbage removal	Low	High
House boats	Low	Low
Varanasi		
Ring road project		Very High
Ghat projects		High
Ghat amenities		High
Museum	Low	Medium
Special Landscaping projects	Low	High
Extremely damaged monument restoration		High
Water supply project overhead tank Jain temple		Medium
Pilgrims disembarkation/ basic camp site	Medium	Medium
City roads	Low	High
City galls popular	Low	High
Special pilgrim pathway project		Very High
Kurd project	Low	High
Miscellaneous as per UPT		Very High
Special Marketing Budget	Low	Low
Community Sensitisation		Medium
<i>Sub Total</i>		

Topmost Projects in terms of Employment potential

Chunar

- Accommodation in Chunar (Heritage Hotels)
- Recreated tourist village
- Village accommodation/ Tourism

Jaunpur

- Indian Islamic Cultural Center

Varanasi

- Pilgrims disembarkation/ basic camp site

SOUTH WEST UP

Jhansi	Employment	
	<i>Permanent</i>	<i>Temporary</i>
Jhansi Fort: Restoration		Very High
Jhansi Fort: Lighting		Medium
Jhansi Fort: Restoration of Panchmahal		High
Jhansi Fort: Cultural programs facilities		High
Jhansi Fort: Parking / Amenities	Low	Low
Jhansi Fort: Landscaping	Low	High
Jhansi Fort: Signage		Low
Rani Mahal restoration		High
Rani Jhansi Park: Landscaping	Low	High
Special Marketing Budget	Low	Low
Community Sensitisation		Medium
Jhansi outskirts NH 25 to Kanpur		
Kanariya Devi Access road (1 km)		Low
Parichha Dam: Water sports	Low	High
Parichha Dam: Amenities	Low	Medium
Ammragarh Fort: Heritage Hotel	Very High	Very High
Badwar Jheel beautification	Medium	Medium
Samthar Fort: Heritage Hotel/ Tourist Complex	Very High	Very High
Erich access road		Low
Erich Monument Conservation		High
Erich site beautification		Hog
Todi Fatehpur Ford: Restoration/ Beautification		High
Todi Fatehpur Ford: Landscaping	Low	High
Todi Fatehpur Ford: Access road		Medium
Jhansi outskirts NH 26 to Lalitpur		
Sukhwa Dukhwa camping	Low	Low
Sukhwa Dukhwa amenities	Low	Low
Matatila Dam further beautification	Low	Low
Talbehat access road		Low
Talbehat fort restoration	High	High
Talbehat lake development	High	Medium
Deogarh		
Deogarh Jain Temples restoration		High
Deogarh pathways		Medium
Deogarh landscaping	Low	High

Deogarh: River Island Development	Horticulture	Very High
Deogarh: Dasavtar temple restoration		High
Deogarh: Dasavtar Complex landscaping	Low	Medium
Jhansi outskirts NH 76 to Khajuraho		
Barua Sagar Fort: Restoration	Medium	High
Barua Sagar Lake Boating	Horticulture	Medium
Barua Sagar Parking	Low	Low
Barua Sagar Fort access road		Low
Jarai Math: Amenities	Low	Low
Kamla Sagar Dam landscaping	Low	Medium
Kamla Sagar Dam access road		Low
Chitrakoot		
Chitrakoot Dham road improvement		Low
Chitrakoot tourism Development plan	Very High	Very High
Chitrakoot: Ganeshbagh Monument Restoration	Low	High
Chitrakoot: River Cleaning project	UP Jal Nigam	Very High
Chitrakoot: Bharat Koop beautification	Low	Low
Chitrakoot: Ganeshbagh access road		Low
Mahoba		
Mahoba: Rahila Sagar sun temple restoration		Low
Mahoba: Karkarmath temple restoration		Low
Mahoba: Restoration of other monuments		Low
Mahoba: Gorakhgiri development plan	Very High	Very High
Mahoba: Gorakhgiri development plan implementation	ASI/State Archaeology	Culture
Mahoba: Vijay Sagar Pakshi Vihar development	Low	Low
Charkhari lake boating	UPT	Medium
Charkhari lake Talkothi development		High
Charkhari Amenities	Low	High
Banda		
Bameshwar temple alternate access	Low	High
Nawab palace remains rest/ beautification	Medium	High
Kalinjar Fort Development plan implementation	Very High	Very High
Attarra -Naraini road (40kms)		High
Jalaun Development	PWD	High

Topmost Projects in terms of Employment potential

Jhansi

- Ammragarh Fort: Heritage Hotel

- Samthar Fort: Heritage Hotel/ Tourist Complex

Chitrakoot

- Chitrakoot tourism Development plan
- Chitrakoot: River Cleaning project

Mahoba

- Mahoba: Gorakhgiri development plan

Banda

- Kalinjar Fort Development plan implementation

WEST UP

	Employment	
	<i>Permanent</i>	<i>Temporary</i>
Agra		
Taj National Park	Very High	Very High
Deluxe Shuttle Rail Bus between Agra & Fatehpur Sikri	Medium	
Visitors Centre	Low	High
Yamuna Bridge		Very High
Boats & Jetties	Low	High
Amenities	Low	Medium
Agra internal road development		High
Fatehpur Sikri: Light & Sound Show		Low
Fatehpur Sikri: Amenities	Low	Low
Covering of drains		Low
Mathura/ Vrindavan		
Development of Vrindavan		Low
Renovation of ghats Vrindavan		High
Roads around Vrindavan		High
Sound & Light show at Jaipur Mandir		Low
Flood lighting of Govind Deo temple at Vrindavan		Low
Plantation of the Parikrama Road & other roads		Low
Improvement of Parikrama road		High
Hygiene Sensitization project		Low
Renovation of ghats		High
Amenities in Vrindavan	Low	Low
Internal road Development Mathura		High
Renovation of ghats Mathura		High
Upgradation of Museum at Mathura		Low
Establishment of theme park near Gokul Barrage	High	High
Other road projects		High

Topmost Projects in terms of Employment potential

Agra

- Taj National Park

Mathura

- Theme park at Gokul Barrage

EAST UP

	Employment	
	<i>Permanent</i>	<i>Temporary</i>
Statue	Low	
Kapilavastu Tourist Village	Very High	Very High
Roadways		Very High
Conservation of Monuments	Medium	
Amenities	Low	Low
Miscellaneous		High
High quality tourism Buses	Medium	
Facilitation Centers		Medium
Sensitization programs		Medium
New roads		High
Airport Maintenance		Low

Topmost Projects in terms of Employment potential

- Kapilavastu Tourist Village
- High Quality Tourism Buses

HOTEL ROOM PROJECTIONS

{This chapter covers Points no. ix, xxvii of the Guidelines}

METHODOLOGY

Hotel Room requirement projections has been done using the following assumptions:

- Any incremental increase in tourist traffic will lead to a higher demand for hotels. Implicit in this assumption is the fact that increase in tourist flow will not increase the present average occupancy rates.
- The projections assume that each room will accommodate two persons
- Increase in tourism in satellite areas is expected to increase the demand for hubs. However in case distance is higher like Jhansi hub from Chitrakoot satellite the demand would be in the satellite areas
- The average length of stay is linked to the number of sites a tourist visits and the distance between these sites. For instance a visit to 4 sites in Agra will lead to an ALOS of 1.5 whereas a visit to each place in Buddhist circuit will imply one day per site.
- In case of Agra only people visiting both Fatehpur Sikri and Taj Mahal are expected to stay overnight. This is in keeping with the present trend and also because the planned Delhi Agra expressway will reduce make travelling to Delhi much more convenient
- The projection have not taken into account the extremely low category accommodation (Below Rs.200) and un-recognised hotels

Projection for hotel rooms

The tourism carrying capacity from the infrastructure point of view:

	Increase in	No of rooms(projected increase /present)			
	Hub	Present	Phase 1	Phase 2	Phase 3
South West UP					
Jhansi	Jhansi	160	10	50	80
Mahoba/Chitrakoot	Mahoba/Chitrakoot	20	0	10	10
Kalinjar from Jhansi			0	0	0
<i>Sub-total</i>		<i>180</i>	<i>10</i>	<i>60</i>	<i>90</i>
South East UP B					
Allahabad	Allahabad	1000	30	80	230
Kaushambi	Allahabad	Nil	0	20	130

Kalinjar	Allahabad	Nil	40	160	370
<i>Sub-total</i>			70	260	730
South East UP A					
Varanasi	Varanasi	1100	90	380	1480
Chandaprabha	Varanasi		0	50	160
<i>Sub-total</i>			90	430	1640
Central UP					
Lucknow	Lucknow	1500	30	90	290
Dudhwa	Lucknow/ Dudhwa	10	10	30	80
Ayodhya/ Faizabad	Lucknow/ Faizabad	160	0	10	20
<i>Sub-total</i>			40	130	390
West UP					
Taj Mahal*	Agra	2000			
Fatehpur Sikri*	Agra		130	600	2320
Mathura	Mathura	300	10	50	200
<i>Sub-total</i>			140	650	2520
East UP					
Kushinagar			10	30	60
Kapilavastu			0	20	50
Shravasti			10	30	50
<i>Sub -Total</i>			20	80	160
Total			370	1610	5530

*Only people visiting Fatehpur Sikri along with the Taj are expected to stay overnight

Investment Required

The investment plan for hotels is based on the following assumptions:

- The percentage of rooms in each segment viz. Luxury, upmarket, economy and low budget is assumed to remain the same in the future
- The percentage breakup of these is presented below:

	% of Total Hotel Rooms			
Region	Luxury	Upmarket	Economy	Low budget
South West UP		30%	50%	20%
South East UP Varanasi	20%	10%	40%	30%
South East UP Allahabad	10%	10%	30%	50%
Central UP	20%	10%	40%	30%
Western UP	50%	20%	10%	20%
East UP		40%	40%	20%

- The estimated investment required per room, based on broad hotel industry norms are as follows:

	Luxury	Upmarket	Economy	Low budget
Rs. Lakhs / room	150	90	45	20

The assumption leads to the following projections:

	New Hotel Rooms Requirement			Cum. Investment in Rs.lakhs		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
South West UP	10	60	90	535	3210	4815
South East UP Varanasi	90	430	1640	5670	27090	103320
South East UP Allahabad	70	260	730	3325	12350	34675
Central UP	40	130	390	2520	8190	24570
Western UP	140	650	2520	14210	65975	255780
East UP	20	80	160	1160	4640	9280
Total	370	1610	5530	27420	121455	432440

Therefore around Rs.4,300 crores of investment will be required in the hotel segment in the next 20 years

CARRYING CAPACITY MANAGEMENT IN TOURISM SETTINGS

{This chapter covers Points no. xvi, xxvii of the Guidelines}

GENERAL OVERVIEW

Tourism's rapid expansion globally has led to a concern for managing its future growth and impacts. Central to this issue has been the notion of carrying capacity management. Along with recent thinking on sustainable development, as well as appropriate and low impact tourism, the concept of carrying capacity management creates the notion of an approach to tourism which permits it to grow within acceptable limits. It implies thought and concern for not only tourism's benefits, but also its costs.

How useful is the carrying capacity concept as described above in tourism management?

- It is the most limiting factor that determines the 'true' carrying capacity, which may not necessarily be bio-diversity concerns. A destination may receive fewer tourists than the environment can support, but more than its local population accepts. Allowing tourism flows up to the environmental carrying capacity while exceeding cultural or social limits would likely not be good tourism management;
- Human values and perceptions change over time. Additional tourists might be welcome if more of their expenditures benefited local people. Due to natural fluctuations in ecosystem functions etc. bio-diversity constraints can also suddenly become more limiting. Managing tourism flows based on outdated or static carrying capacity figures is therefore not efficient;
- Investments can be made in order to increase a site's carrying capacity (i.e. in wastewater recycling, establishment of green corridors for wildlife, tourist awareness campaigns etc.) Technological innovations or more efficient use of resources may also ease environmental limitations. The carrying capacity is subsequently a function of available financial, technological, human and natural capital. The environmental carrying capacity concept alone is therefore of limited interest in terms of identifying the 'optimal' level of tourism where net tourism benefits are maximized (investing large sums in order to increase the carrying capacity marginally will for example often not make economic sense).

CARRYING CAPACITY IN CONTEXT

Carrying capacity is calculated based on the civic infrastructure capacity (water, sewerage system, power etc.), conservation of natural habitat etc. Further the tourism related infrastructure is also assessed to work out the carrying capacity. However, for our purpose since a vast majority of Indian cities are already stressed (limited civic amenities/facilities, several hours of power-outages on a daily basis, open sewerage etc.)

because of their large populations, tourism carrying capacity has to be interpreted very carefully and in context.

- In the Indian/UP's context, the city/town's own population growth with reference to the civic infrastructure provides the major constraint to carrying capacity rather than tourist inflow.
- Furthermore, pilgrimage events are special occasion wherein several hundreds of thousands of people gather in small focussed destinations for a specified period of time. The mass pilgrim gatherings are also often undertaken in such places with limited/constrained civic amenities. This creates additional complexities and ambiguities in assessing carrying capacity.
- Hence, the focus of carrying capacity assessment will be defined in terms of capability to support middle-class (and above) tourist traffic profile. With this framework, carrying capacity has been assessed for select locations/cities across various regions of UP for reference using relevant hotel/bed accommodation data as the basis.

South West UP (Bundelkhand)

The tourism carrying capacity from the infrastructure point of view:

Jhansi

Hotels	No. of Rooms	Capacity/month
Hotel Chanda, 3 star	28 rooms	1680
Hotel Sita, 3 star	29 rooms	1740
Others* 20 rooms each	100 rooms	6000
Total monthly		9420
Total yearly		1,10,000

*Hotel Parkash Hotel Veerangana, Hotel Samrat, Hotel Raj Palace, Jhansi Hotel

Chitrakoot

Hotels	No. of Rooms	Capacity/month
UP Tourism	10 rooms	600
MP Tourism	8 rooms	480
Total monthly		1080
Total yearly		13,000

South East UP

Allahabad

Hotels	No. of Rooms	Capacity/month
Kanha Sham 4 star	85	5100
Hotel Yatrik	37	2220
Hotel Allahabad Regency	13	780
Presidency Hotel	11	660
Hotel Samrat	33	1980
Hotel Vilas	27	1620
Prayag Hotel	20	1200
Sarovar Plaza	50	3000
Others* (30 hotels @ 20 rooms)	600	36000
Total monthly		52560
Total yearly		6.3 lakhs

*Raj Hans Hotel, Santosh Palace Hotel, Kashi Hotel, Subhash Hotel, Hotel Gangay, Hotel Shankar, Hotel Sargam, Hotel Raj Deluxe, Ashoka Hotel, Koko Hotel, Central Hotel, Greenwood Inn Hotel, Gulab Mansion Hotel, Hotel N. CEE, Hotel Continental, Hotel Finaro, Hotel Kohinoor, Hotel Milan, Hotel N C Continental, Hotel New Shanti, Hotel Regina, Hotel Surya, Hotel T, UP Tourist Bungalow

Varanasi

Hotels	No. of Rooms	Capacity/month
Hotel Taj Ganges 5 star Deluxe	130	7800
Hotel Clarks Varanasi 5 star	113	6780
Hotel Hindustan International 4 star	85	5100
Hotel Varanasi Ashok 4 star	84	5040
Hotel De Paris 3 star	50	3000
Hotel Ideal Tops 3 star	40	2400
Diamond Hotel	40	2400
Hotel Barahdari	16	960
Hotel Varuna	27	1620
Hotel Pradip 3 star	45	2700
Hotel India 3 star	73	4380
Pallavi International Hotel	44	2640
Best Western Kashika	40	2400
Hotel Malti 2 star	47	2820
Hotel Gautam	37	2220
Others* (10 hotels @ 20 rooms)	200	12000
Total monthly		64260
Total yearly		7.7 lakhs

*MM Continental, Tourist Bungalow UPSTDC

Central UP

Lucknow

Hotels	No. of Rooms	Capacity/month
Avadh Lodge Tourist Hotel	17	1020
Baba Tourist Lodge	10	600
Burlington Hotel	9	540
Capoor's Hotel & Restaurant	24	1440
Carlton Hotel	30	1800
Central Hotel 2 star	37	2220
Elora Guest House	30	1800
Executive Guest House (P) Ltd.	19	1140
Gemini Continental	64	3840
Gomti Hotel 3 star	67	4020
Hotel Amar Prem	26	1560
Hotel Amber	21	1260
Hotel Arif Castles	37	2220
Hotel Charans International	82	4920
Hotel Clarks Awadh	98	5880
Hotel Deep	48	2880
Hotel Deep Avadh	81	4860
Hotel Kaveri	55	3300
Hotel Maharaja	35	2100
Hotel Maharana Mahal	36	2160
Hotel Mayur	16	960
Hotel Pal Avadh	11	660
Hotel Presidency	16	960
Hotel Sagar international	61	3660
Hotel The Taj Mahal 5 star Deluxe	110	6600
Hotel Tulsi	25	1500
Hotel Vishwanath	46	2760
Kohinoors Hotel	44	2640
La Place Park Inn International 3 star	50	3000
Mahanagar Yatri Niwas	10	600
Maharana Mahal	36	2160
Mohan Hotel 2 star	60	3600
Presidency Inn	16	960
Seema Palace (3-Star)	30	1800
Vaishali Hotel	50	3000
Total monthly		84420

Total yearly		10.1 lakhs
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Western UP

Agra

Hotels	No. of Rooms	Capacity/month
Jaypee Hotel 5 star Deluxe	350	21000
Clarks Shiraz 5 star Delux	237	14220
Mughal Sheraton 5 star Delux	300	18000
Howards Plaza	83	4980
Agra Ashok	55	3300
Taj View	100	6000
Hotel Holiday	156	9360
Hotel Atithi	44	2640
Mansingh Palace	97	5820
The Trident	140	8400
*Others (30 @ 20 rooms)	600	36000
Total monthly		129720
Total yearly		15 lakhs

*Mansingh Place, Agra Deluxe, Hotel Aagman Yatri Niwas, Hotel Basera, Hotel Bawa Place, Hotel Chakraview, Hotel Great Value, Hotel Goverdhan, Hotel Ganga Ratan, Hotel Kant, Hotel Kim, Mayur Tourist Complex, Hotel Metro, The President Hotel, Hotel Ritz, Hotel Sarang, Hotel Sheetal, Hotel Sunrise, Hotel Vandna, Upstdc Tourist Bungalow, Upstdc Taj Khema, Upstdc Gulistan Tourist Bungalow

Mathura

Hotels	No. of Rooms	Capacity/month
Hotel Best Western Radha Ashok	21	1260
Hotel Madhuvan 3 star	28	1680
Hotel Mansarovar Palace	31	1860
Others* (10 @ 20 per room)	200	12000
Total monthly	270	16200
Total yearly		2 lakhs

*Hotel Brijwasi Loyal, Amar Hotel, Hotel Atithi, Hotel Grand,

East UP

Gorakhpur


Hotels	No. of Rooms	Capacity/month
Hotel Bobina	30	1800
Others* (10 @20 rooms)	200	12000
Total monthly	230	13800
Total yearly		1.6 lakhs

*Hotel Vivek (Heritage Hotel), Pathik Niwas (UPSTDC), Lahiri Hotels (P) Ltd.

ENVIRONMENTAL IMPACT OF TOURISM

{This chapter covers Points no. xxix of the Guidelines}

Introductory framework

Environment Impact Assessment focussed on the tourism sector is a nascent concept in the Indian context. Furthermore, the major environmental impact, in most tourist locations in Uttar Pradesh, is arising primarily from the mismatch between the growth of domestic population and the available civic infrastructure rather than from tourist inflow (with the exception of mass pilgrimage destinations for specified ation)

The objective of the Environment Impact Assessment should be to promote awareness of possible environmental hazards and to build appropriate infrastructure to mitigate and control the impact of the same.

In the context of the 20 Years Perspective Plan, the Environmental Impact Aspects have been addressed through stress on landscaping/tree plantation involving local communities, planned/phased and calibrated development, creation of awareness/community involvement through sensitisation as well as through incentives.

The plan is also in conformity with the **Bali Declaration**. The declaration highlights the importance of protected areas as essential elements for the conservation of bio-diversity, ensuring the maintenance of representative samples of natural habitats, of species diversity and genetic variability, providing opportunities for scientific research, environmental education, tourism and other low-impact income generating activities, as well as providing ecosystem services essential to human life.

The Perspective Plan in its totality, attempts to extend the spirit of eco-tourism to the urban environment as well.

Additionally, the above is applicable to almost all the projects envisaged.


Within this framework, the Environment Impact is assessed in terms of the following:

- General areas of attention for impact concern areas arising from tourism
- Overview of Impact assessment on recommended projects
 - * Major Lead Projects from various proposed hubs
 - * Typical tourism projects
- Methods for coping with negative impact
- Environment Impact Assessment & coping in the context of the forest reserves

General areas of attention for impact concern areas arising from tourism

An illustrative list of environmental issues that are generally attributed to increasing tourism is given below:

Tourism and Environment Issues

Environmental Issue	Connection to tourism	Environmental problems arising from
Negative effects of increased tourism activity		
Changes of biological resources	Tourism activities such as hunting, fishing, camping and other sports may lead to depletion of ecosystems and species	<ul style="list-style-type: none"> • Loss of biological diversity • Soil contamination
Land use and environmental restructuring	Construction of roads, hotels, resorts, ropeways and other infrastructure	<ul style="list-style-type: none"> • Loss of biological diversity • Soil erosion
Waste discharge in water, air and land	Increase in the number of persons in tourism areas leads to increase in amount of waste	<ul style="list-style-type: none"> • Air pollution • Water pollution • Soil contamination
Water use for human activities	Increased consumption of sparse resources during tourism seasons	<ul style="list-style-type: none"> • Resource scarcity
Energy production and consumption	Tourism will lead to increased use of various means of transport	<ul style="list-style-type: none"> • Greenhouse effect • Destruction of ozone layer • Air pollution
Human health and environmental disasters	Emission of noise and gases from traffic will affect human health and increase destruction of buildings of cultural value	<ul style="list-style-type: none"> • Noise pollution • Air pollution
Positive effects of increased tourism activity		
Resource Management	Increased income from tourist may lead to better resource management Tourist interest in flora and fauna may lead to an increase in area of natural reserves	<ul style="list-style-type: none"> • Loss of biological diversity • Soil contamination and erosion
Pollution monitoring and control	Demand from tourists for good quality drinking water, etc. may lead to better monitoring	<ul style="list-style-type: none"> • Water pollution • Air pollution • Noise pollution
Effects of environment quality on tourism activity		
Ecosystems inventories	Ecosystems such as forests, deserts, wetlands, etc. will influence tourism demand	<ul style="list-style-type: none"> • Resource scarcity • Loss of biological diversity
Lithospheric and hydrological systems	Topography, soil type, amount of precipitation will influence tourism demand	<ul style="list-style-type: none"> • Soil erosion • Resource scarcity
Atmospheric system	Temperature and air pollution may influence tourism demand	<ul style="list-style-type: none"> • Air  tion

Overview of Impact assessment on recommended projects

The table below provides a summary of the degree of environmental sensitivity of select lead projects derived from proposed hub centres

Environmental Sensitivity of Proposed Lead Projects

Project	Degree of ecological sensitivity	Positive Impact	Negative Impact
Chunar Fort Heritage complex	Medium	<ul style="list-style-type: none"> Designed afforestation / landscaping envisaged 	<ul style="list-style-type: none"> Road congestion leading to Chunar town; Vehicular pollution Hazardous material for construction might damage the environment in the vicinity Envisaged high tourist visitage will lead to noise, air and other forms of pollution
Singahen Heritage Project	Medium	<ul style="list-style-type: none"> Designed landscaping envisaged Water Harvesting techniques in envisaged as a part of the heritage village/ crafts centre 	<ul style="list-style-type: none"> Increase demand for water supply and electricity in rural area Possibility of reduction of water table if appropriate water harvesting techniques are not used
Agra Fort Complex	Medium	<ul style="list-style-type: none"> Cleanliness/ Sanitation project envisaged 	<ul style="list-style-type: none"> Increased tourists: Stress on carrying capacity of the town Particulate pollution
Greater Noida SEZ	High	<ul style="list-style-type: none"> Planned development – high quality infrastructure with landscaping 	<ul style="list-style-type: none"> Airport project in area will lead to major damage to flora and fauna; long term environmental changes Enhanced accelerated urbanisation envisaged in the long term Multifaceted impact arising from air/ sound pollution, hazardous materials and substances, increased sewerage and waste generation
Jhansi Fort Renovation/ Landscaping	High	<ul style="list-style-type: none"> Cleanliness/ Sanitation project envisaged 	<ul style="list-style-type: none"> Increased tourists: Stress on carrying capacity of the town Particulate pollution High Water requirement could impact the water table

The table below provides a summary of the degree of environmental sensitivity of select projects derived that are possible for location at alternate sites.

Environmental Sensitivity of Proposed Projects

Project	Degree of ecological sensitivity	Positive Impact	Negative Impact
Hotels & Resorts	Medium	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Increased consumption of sparse resources such as water Effluent and solid waste management
Roads	Medium	<ul style="list-style-type: none"> Decongestion of roads leading to reduction in fuel consumption 	<ul style="list-style-type: none"> Artificial landfill and reclamation of marshlands Soil erosion
Ghats at river areas	Medium	<ul style="list-style-type: none"> Ghats are envisaged to be redesigned for ease of cleanliness; If this is not possible, institutionalised cleaning schedules are envisaged. landscaping on outskirts is also envisaged as part of design of new Ghats 	<ul style="list-style-type: none"> Increase in water pollution especially for ghats intended to be constructed in urban centres (e.g.: Varanasi Ghats extension)
Ropeways	Medium	<ul style="list-style-type: none"> Reduction of vehicular traffic leading to fall in air and noise pollution levels 	<ul style="list-style-type: none"> Disturbance to natural habitat of wildlife Loss of bio-diversity
Water tourism	High		<ul style="list-style-type: none"> Contamination of water bodies Depletion of marine life
Site enhancement	Low	<ul style="list-style-type: none"> Cleaning up of water bodies Beautification leading to landscaping and tree plantation 	<ul style="list-style-type: none"> Chemical residues
Golf courses	Medium		<ul style="list-style-type: none"> Artificial landfill
Safaris	Low	<ul style="list-style-type: none"> No construction or other kinds of debris, pollutants etc. 	<ul style="list-style-type: none"> If not carefully planned, can impact animal behavior patterns

The above provides a conceptual assessment. Specifically, the degree of environmental sensitivity as addressed in the plan can be reiterate as follows:

- Eco-tourism projects suggested in the perspective plan would be a big step towards generating interest towards ecological issues. Improved sewerage and drainage facilities would contribute positively to the ecology and hygiene levels at the places of tourist interest. At a broad level, it would also enhance the overall tourist experience.
- Improvement in the public amenities, monument landscaping site enhancement, cleaning of water bodies, and plantation of greenery will have a beneficial impact on the environmental of the cities.
- Road construction and improvement projects suggested in the perspective plan would lead to decongestion on the existing roads, ultimately resulting into

reduction in fuel consumption and reduction in air and noise pollution levels. However, road projects would require landfill / land reclamation in some cases. Thus, there is a threat of destroying water bodies / marshlands and the flora and fauna during such projects.

In the context of the above, the certain additional environmental controls are suggested in the next section.

Suggested Environmental Controls for Tourism Projects in Uttar Pradesh

Sustainability of tourism activity is highly dependent on how the activity can be woven into environmental and socio-cultural fabric of the native place at the same time adding to its economic development. Whereby the local community derives maximum value from the same.

Given the growing popularity of tourism concepts such as nature tourism, eco-tourism, rural tourism, it is necessary to outline specific environment controls framework to ensure sustainability of tourism. With proper ecological environmental controls, the threat to ecological balance could be mitigated. Some of the controls would be as mentioned below:

Forest Areas

- Restricting development of facilities (roads, hotels, etc.) inside the protected areas. Allowing bare minimum civic amenities inside the protected area
- Restricting vehicles movement within the protected areas in a phasewise manner by::
 - * Banning unescorted private vehicles from entering the protected areas
 - * Replacing smaller vehicles (Jeep, Gypsy) with larger vehicles (Canter, Vans) to reduce the overall vehicles plying within the protected area
 - * Eventually replacing all polluting vehicles with the non-polluting electric vehicles
- Wherever possible, creating walk-ways, pre-marked nature trails, etc. that would aide smooth tourist flow within the protected areas and ensure less tourist nuisance

Tourism Projects/ Products

Hotels

- Subsidy on installation of ETPs & solid waste management system
- Subsidy on installation of renewable energy equipment (solar cell, biogas, etc.)

Water tourism

- Demarking only non-sensitive areas for water sports activities

Urban Agglomerations

- Development of region in a pre-planned manner so as to avoid concentrated tourist activity in a particular place thereby reducing the pressure on natural resources. For example, develop tourist infrastructure in vacant areas around the main cities to reduce demand on the city's civic infrastructure and resources.
- Devise a plan for effective collection, treatment and discharge of effluents from settlements within the cities in the state.
- Conservation of old/ walled cities through restriction of polluting vehicles within the precincts and by architectural controls and/ or restriction on new construction activity within these old/ walled cities
- Soil conservation activities such as plantation, afforestation, etc. to be made mandatory for new tourism projects.

Besides these measures the State Government to boost sustainable eco-tourism through community based conservation should also encourage the following:

- Creation of participatory management institutions for every protected area
- Use of traditional knowledge in all respects of conservation
- Passing on various benefits of conservation to people
- Employment in wildlife programmes only to local people
- Access to information for local people

Conclusion

Dovetailing tourism objectives with the overall environmental concerns requires planned co-operative efforts between the tourism industry, the local community and the Government on a sustained basis. Apart from a strong policy environment to protect and develop natural ecosystems, there is a strong need for local communities to participate in environment conservation. Similarly, the tourism industry has to appreciate the fact that tourism activity and its quality is highly dependent on the quality of environment that Uttar Pradesh would offer to domestic and foreign tourists. Hence, eco-conservation and development has to be strongly integrated in all plans and activities for development of tourism in the state.

MONUMENT CONSERVATION

{This chapter covers Point no. xviii. of the Guidelines}

(Compiled from various sources)

WORLD MONUMENTS FUND

95 Madison Avenue, 9th floor
New York, New York 10016
tel +1 (646) 424 9594
fax +1 (646) 424 9593
www.wmf.org

WMF is the only private, nonprofit organization devoted to onsite conservation of monuments and sites worldwide. It has achieved an unmatched record of successful intervention; advancing more than 300 projects in seventy countries.

From its headquarters in New York, and working with affiliates and offices in France, Italy, Portugal, Spain, and the United Kingdom, as well as with partners around the world, WMF brings together public and private resources to carry out a comprehensive conservation program of fieldwork, advocacy, grant-making, and education and training.

In addition to intervening at individual endangered sites, WMF also addresses the threatened loss of monuments on regional and global bases.

Key Examples:

American Express Company, the founding sponsor of the World Monuments Watch, has committed \$10 million over ten years to help preserve the sites on the Watch List.

The Jewish Heritage Program, established by WMF in 1988 and chaired by the Honorable Ronald S. Lauder, identifies and preserves historic Jewish sites, especially those abandoned during the devastation of World War II.

The European Preservation Program, founded by WMF in 1987 with the sponsorship of the Samuel H. Kress Foundation, supports research, restoration, and publications related to damaged European cultural monuments, many of them in former Soviet- bloc countries.

Education initiatives recently launched by WMF are training a new generation of conservationists and preservationists in programs from New York, to Cambodia, to Mexico.

THE UNESCO/JAPAN TRUST FUND FOR THE PRESERVATION OF WORLD CULTURAL HERITAGE

Objective

The purpose of the Fund is to preserve the tangible cultural heritage such as historic monuments and archaeological remains of great value.

Activities financed by the Fund

The Fund finances those activities which comply with this objective, such as restoration and preservation work and the necessary preliminary or general studies and surveys (including limited archaeological excavation work) for this purpose. The relevant services of international experts and equipment may be provided according to need. As the training of national specialists constitutes a major part of such co-operation, each project shall include activities for training in the relevant fields.

Conversely, those activities which are not directly related to the aforementioned objective, such as the construction or development of an on-site museum or the installation of new structures for developing cultural tourism, shall not be the subject of funding.

Identification and selection of projects

Projects may be proposed both by UNESCO and the Japanese authorities on the basis of requests for assistance submitted by the governments, which wish to apply for this co-operation for their significant tangible cultural assets.

The sites for this co-operation should be of globally objectively recognized significance and in imminent danger of disintegration or collapsing. The cultural asset need not necessarily be inscribed on the World Heritage List, but its inclusion may be a factor to be considered in appreciating the value of the cultural heritage concerned.

In addition to the budgetary provision and availability of the Fund, the priority given by the beneficiary government and the compatibility with Japanese foreign policy and geographical distribution of the projects already in progress are considered in the identification of projects. The collaboration/participation of Japanese experts shall be considered favourably in the spirit of technical co-operation for development.

Commitment of the beneficiary State

The spirit of co-operation under this Fund is to support the efforts made by national authorities in the field of preservation of the cultural heritage, especially through provision of technical assistance, so that this task can be taken in charge entirely by the beneficiary state in future. In this regard, a firm commitment by the beneficiary country to the task through its participation and co-operation is an essential element for the success of the project undertaken.

List of Projects Financed

January 2000

	Site	Main Activities in the Project	Progress
1	<u>Angkor Monuments (Cambodia)</u>	Preservation and restoration work	1994-
		Training program/the Royal University of Fine Arts	1993-
		Inscription studies	1997-
		Financial assistance for the meetings of the International Coordination Committee	1990-
		Technical assistance to the Angkor Conservation Office	1992-98
2	Jiaohe City (China)	Formulation of master plan, human resources development, prevention of erosion and collapse of cliff	1993-98
3	<u>Hanyuan Hall of Daming Palace (China)</u>	Survey for formulation of master plan. Restoration the Main Hall foundation, human resources development	1995-
4	Monuments in Hue City (Vietnam)	Restoration of the Noon Gate (the main entrance to the Imperial City), human resource development	1992-95
5	Wat Phu(Laos)	Formulation of a master plan, human resource development	1996-97
6	Historic area of Bagan (Myanmar)	Formulation of a master plan for preservation	1994-96
7	Katmandu Valley (Nepal)	Survey of causes of deterioration, formulation of a preservation plan	1991-97
8	Kharakhorum City (Mongolia)	Geophysical and archaeological survey, zoning of the ancient city	1995-98
9	Moenjodaro (Pakistan)	Development of scientific conservation methods, Improvements to the Moenjodaro Conservation Laboratory	1992-97
10	<u>Gandhara Buddhist Monuments(Pakistan)</u>	Implementation of a model project of conservation, human resources development, identification survey of historic sites in the region	1993-
11	Paharpur Monastery (Bangladesh)	Experimental conservation work, Survey on causes of ruin, human resources development, formulation of plans for preservation	1992-97
12	Bagerhat City (Bangladesh)	Survey of monuments, analysis of deterioration, development of suitable methods of treatment, human resources development	1992-97
13	Sanchi and Satdhara (India)	Formulation of topographical maps by aerial photos restoration of the monasteries, stabilization of the hill by planting	1994-99
14	Malwatta Vihara Complex Kandy (Sri Lanka)	Restoration of Malwatta Monastery	1990-96
15	Nubia Museum (Egypt)	Contributions to the UNESCO campaign for the Nubia Museum in Cairo	1988,89

16	Chogha Zanbil (Iran)	Survey on causes of deterioration, formulation of a general plan of conservation restoration of the Ziggurat	1998-
17	<u>Proboia Monastery</u> <u>(Romania)</u>	Restoration of monastery and wall painting(frescos)	1996-

GLOBAL HERITAGE FUND

Direct: +1.650.248-3401

Tel : +1.650.325.7520

Fax: +1.650.325.7511

globalheritagefund@yahoo.com

Global Heritage Fund (GHF) is an international conservation group focused on funding highly-qualified planning, conservation and tourism management projects for major cultural heritage sites in developing countries.

GHF's Advisory Board includes leading archaeologists and conservationists dedicated to preservation of the most important archaeological sites and ancient townscapes in developing countries.

Recent fundings include a 3-5 year grant to the national Preserve of Tauric Chersonesos in the Ukraine for a professional staff of conservators, a planning grant for establishing the Mirador Basin National Preserve in northern Guatemala, and funding for a multi-year site planning and conservation effort for Wudang Temples, China.

Global Heritage Fund focuses on conservation and planning for major archaeological sites and ancient townscapes of 'outstanding universal value' which deepen our understanding of history, civilization, culture and technological progress which have served as major living centers for the world's most important civilizations.

GHF principally funds planning, conservation, training and tourism management projects where the threats of neglect and destruction are most urgent, and where our efforts can launch a 'cycle of success' for long-term conservation.

Global Heritage Fund looks for funding nominations from sites which have the potential to be the primary foundation for national and regional economic growth through sustainable tourism. GHF funding is focused on projects where there exist major opportunities for sustainable tourism and planned development, both of which are essential for success in long-term cultural heritage site conservation.

Global Heritage Site Selection is available for:

1. Major archaeological sites located outside North America, Western Europe and Japan
2. UNESCO World Heritage cultural sites- inscribed or nominees
3. Sites with high potential for planned tourism and sustainable development

Nomination and Funding Criteria

Each year, GHF Challenge Grants are funded directly to Non-Governmental Organizations (NGOs) and on-site archaeological conservancy groups which have been approved by our Selection Committee. GHF funding selection is dependent on four (4) key criteria we deem essential for long-term success.

- Strong leadership and skilled preservation team
- Approved site preservation and management plan by key stakeholders
- Long-term on-site institution dedicated to preservation
- Availability of matching funding from local and international donors

Nominations are submitted and reviewed in a thorough due diligence process, then selected by the GHF Selection Committee comprised of our Advisory Board and Trustees for Global Heritage.

Other Agencies

UNESCO

WORLD BANK

NON FUNDING AGENCIES

ICOMOS INTERNATIONAL SECRETARIAT

49-51 rue de la Fédération -75015 PARIS - FRANCE

Tel : +33 (0)1.45.67.67.70 - Fax : +33 (0)1.45.66.06.22

www.icomos.org

ICOMOS is UNESCO's principal advisor in matters concerning the conservation and protection of monuments and sites. With IUCN-The World Conservation Union, ICOMOS has an international role under the World Heritage Convention to advise the World Heritage Committee and UNESCO on the nomination of new sites to the World Heritage List.

Through its 21 International Scientific Committees of experts from around the world, and through its triennial General Assembly, ICOMOS seeks to establish international standards for the preservation, restoration, and management of the cultural environment. Many of these standards have been promulgated as Charters by the organization as a result of adoption by the ICOMOS General Assembly.

ORGANIZATION OF WORLD HERITAGE CITIES (OWHC)

Québec City

Telephone: (+1 418) 692 0000

Fax: (+1 418) 692 5558

URL: www.ovpm.org

Email: secretariat@ovpm.org

The Organization of World Heritage Cities (OWHC) was founded on September 8, 1993 in Fez, Morocco. As of December 31, 2001, the organization was made up of 187 cities in which are located sites included on the UNESCO World Heritage List. Of the member cities, 21 are located in Africa, 35 in the Americas, 35 in Asia and 101 in Europe. At the moment there are also 5 Observer-member.

These 187 World Heritage Cities have a combined population of 122 million. The OWHC's headquarters are located in Québec City, which hosted the First International Symposium of World Heritage Cities in July 1991.

The OWHC's initiatives, which are geared to the implementation of the World Heritage Convention, cover several areas, including the information and the training of municipal managers. To this end, the OWHC organizes symposia and seminars dealing with the challenges to be met in the realm of management and strategies pertaining to the development and preservation of historic sites. The OWHC also strives to heighten awareness among UN, UNESCO, World Bank and The Council of Europe, officials of the importance of better protecting historic cities in the event of armed conflicts. In the coming years, the Organization will focus on the establishment of an electronic communications network linking member cities through the Internet and the creation of a data bank on historic cities.

The mayors of World Heritage Cities that have paid their annual membership fees make up the General Assembly, the Organization's paramount authority. The General Assembly has met every two years.

INTERNATIONAL CENTRE FOR THE STUDY OF THE PRESERVATION AND RESTORATION OF CULTURAL PROPERTY

ICCROM

Via di San Michele 13, Rome, Italy

Tel: +39 06 585531

www.iccrom.org

The decision to found the International Centre for the Study of the Preservation and Restoration of Cultural Property was made at the 9th UNESCO General Conference in New Delhi in 1956 at a time when the need for stricter guidelines for the protection of cultural heritage was gaining universal recognition.

The intergovernmental organization, now known as **ICCROM**, was established in Rome in 1959. It occupies a unique position in being the only institution with a worldwide mandate to promote the conservation of both movable and immovable heritage in all its forms. It currently comprises over 100 Member States, as well as 103 associate members from among the world's leading conservation institutions.

ICCROM aims at improving the quality of conservation as well as raising people's awareness of it in all walks of life, schoolchildren and politicians alike. It aspires, through conservation, to make cultural heritage benefit humanity.

ICCROM contributes to preserving cultural heritage in the world today and for the future through five main spheres of activity:

- **Training:** **ICCROM** contributes to conservation training by developing new educational tools and materials and organizing professional training activities around the world. Over 4,000 professionals have followed ICCROM courses since 1966.
- **Information:** **ICCROM** has one of the world's leading conservation libraries with over 64,000 volumes in various languages, 1,200 specialized journals and an image archive with more than 17,000 entries.
As well as making these bibliographical resources available, the ICCROM web site provides up-to-date information on international events and training opportunities within the conservation-restoration sector.
- **Research:** **ICCROM** organizes meetings to promote common approaches to conservation problems and to establish internationally agreed ethics, criteria and technical standards for conservation practice. The ICCROM Laboratory both supports ICCROM programmes and acts as a resource for conservation experts.
- **Co-operation:** All **ICCROM** activities involve institutional and professional partners. Cooperation is provided in the form of technical advice and collaborative projects, and a technical assistance service for conservation information and materials.
- **Advocacy:** **ICCROM** provides teaching materials and organizes workshops and other activities to raise public awareness of and generate support for conservation.

WILDLIFE CONSERVATION FUND

The Secretary
Wildlife Conservation Fund
Singapore Zoological Gardens
80 Mandai Lake Road
Singapore 729826
www.zoo.com.sg/safari/conser/f-conser.htm

The Wildlife Conservation Fund was set up in 1987 as part of our commitment to promote wildlife conservation and environmental preservation. The Fund is a result of donations from organisations and individuals, and a major fund-raising event organised by property developer, Ban Hin Leong.

Managed by the Singapore Zoo, the objectives of the Fund are to aid in-situ and ex-situ conservation projects and to promote conservation awareness.

To date, we have supported:

- The Vietnamese Endangered Primate Rescue Centre at Cuc Phuong National Park,
- The Population and Habitat Viability Assessment workshops held in Indonesia on Komodo dragon, babirusa and anoa
- Conservation work on wild elephants in Cambodia, red dholes in India and lion tamarins in Brazil

Tourism Policy and Incentives

Mission

To develop tourism as the major industry of Uttar Pradesh by providing leadership and organisational and strategic direction, to improve the quality of tourism product, to develop places of tourist interest, to provide necessary facilities for all categories tourists and pilgrims, to market Uttar Pradesh Tourism products internationally and domestically so as to provide employment and for the economic, environmental, social and cultural benefit of our citizens.

Objectives

The prime objectives of the policy are:

- To promote tourism with the tourist and pilgrim as the focus.
- To provide special facilities to the 'religious', 'adventure' and monument based traveller.
- To improve the efficiency of the industry, for enhanced social & economic benefit, and consequential increased economic benefits, including increased employment generation.
- To ensure the participation of all the stake holders in society, including the travel trade and tourism industry.
- To provide quality services to all domestic & international consumers and stake holders.
- To prepare and implement Master Plans for integrated development and marketing of identified circuits.
- To improve, diversify and expand the marketing of the tourism products of our state.

Strategy And Action Plan

1. To develop the **necessary infrastructure facilities** through private-public partnership. Special importance would be given to facilitate investment by NRI. Priority by the government for the **development of basic infrastructure facilities** viz. roads, aviation services, rail, surface and water transport, assured electric supply, telecom facilities, drinking water, sewage facilities and accommodation.

2. **Reorganisation of circuits** for integrated development, publicity promotion and marketing. A master plan will be prepared for each circuit, utilizing services of expert consultants in the planning and execution.

3. To create **corpus funds** for the development of basis amenities, conservation and maintenance. 'Devetailing' of funds from different public and private sources would be undertaken to raise such funding.

4. **Upgradation, modernisation and profitable management** of the UPSTDC etc and privatisation of units wherever necessary.

5. To **develop and publicise new tourism products** and attractions like Yoga, Spiritual knowledge, Ayurveda, naturopathy, adventure sports, eco-tourism, water cruises, film locales, diverse cuisines, traditional attire, and crafts, village life etc.

6. **Promotion of eco-tourism** in the hills, forests and areas with water bodies to preserve the environment.

7. **Restoration of ancient places, havelies, buildings, forts,** and introduction of a Heritage Hotel Subsidy scheme.

8. **Formulation of standards** for tourism units and introduction of an incentive scheme to facilitate their adoption by the private sector.

9. **Effective marketing** through participation in domestic and international travel trade conferences, fairs and world marts, and organisation of Uttar Pradesh shows in identified cities of important countries.

10. Effecting an **awareness campaign** in civil society to create a favorable atmosphere and affinity towards tourism.

11. **Effective coordination between various departments** for developing tourism industry by-

- i. Establishing Paryatan Mitra (Friend of Tourism) for assisting entrepreneurs.
- ii. Formation of Advisory Committees at District, Division and State level.
- iii. Formation of Tourism Promotion Councils at the district level.
- iv. Well planned efforts to coordinate with the related Ministries of the Government of India.

12. To create sufficient facilities for tourism related **human resources development** upgrading and improving the management of the Tourism Management Institute and Food Craft Institute, besides establishing new ones, if necessary.

13. **Strengthening and expansion of the departmental tourism organisation** through a modern work culture and qualitative improvement in employees, better organisation of festivals, incentives to the tourism industry, and establishment of special cell for efficient collection of data and research work.

Existing Policy Objective and the Perspective Plan Report

The main elements of the existing tourism planning objectives have been presented in the main text of this report. These elements have been incorporated in the report. Major indicative/illustrative areas of their coverage are presented in the table as under :

Policy Objective Element	Covered/ Addressed in Report; illustrative references
To promote tourism with the tourist and pilgrim as the focus.	Special Focus on religious areas; hub and satellite based circuit concept promotion for general and niche tourist segments.
To provide special facilities to the 'religious', 'adventure' and monument based' travelers.	Through various projects that are presented in the context of various hubs and satellite locations.
To improve the efficiency of the industry, for enhanced social & economic benefit, and consequential increased economic benefits, including increased employment generation.	Institutional framework related recommendations.
To ensure the participation of all the stakeholders in society, including the travel trade and tourism industry.	Enhanced private sector participation and incorporating elements from tour operators' feedback.
To provide quality services to all domestic & international consumers and stakeholders.	UPT/GoUP proposed to incorporate benchmarking with other states and even nations in the context of tourism relevant infrastructure and facilities.
To prepare and implement Master Plans for integrated development and marketing of identified circuits.	Underlying theme throughout the perspective plan which provides the basic frame work and foundation in this regard.
To improve, diversify and expand the marketing of the tourism products of our state.	Marketing strategies, project concepts that have been identified on hub-specific basis and additionally for the various religious sites.

Government incentives for private participation

Tourism Sector Incentives-U.P. Government

(Major Highlights)

The highlight of the incentives announced by UP are being listed below:

- Tourism has been given the status of industry and government orders will be issued to accord all benefits of industry to the eligible tourism units.
- Luxury tax will be exempted for a period of 5 years on all new tourism units/hotels.
- Sales tax (now called trade tax in U.P.) exemption for hotels and restaurants (in hotels) for a period of 5 years.
- Tourism Self Employment Scheme with financial assistance of upto Rs.10.00 lacs for all kinds of tourism related outlets including small hotels and restaurants.
- Upto 3-star hotels will be allowed to be built in residential areas.
- Free lease of Government land adjoining hotels and other tourism units for beautification and landscaping.
- Hotels and tourism units which have independent 33/11 K.V. feeders will be exempted from power cuts for a period of 5 years.
- 15% capital investment subsidy, with a maximum of Rs.7.50 lacs for eligible heritage hotels.
- 10% capital investment subsidy with a ceiling of Rs.5.00 lacs to tourism units investing in specified circuits for approved projects.
- Facility of beer bar license to private sector units also, apart from units of ITDC and UPSTDC.
- Area Development Funds to be set up for major tourism centres. The Agra Heritage Fund already set up with initial seed capital from the State Government.

Relaxations in the luxury tax regime of UP. To be made applicable on room charges and not on F&B and other charges. The applicability will also be on actuals and not on the published room rates.

Tourism Sector Incentives-Central Government

Apart from the above state incentives, tourism units in the state can also avail of various incentives and concessions offered by the Central Government from time to time. Some of the major incentives being currently offered by the Central Government are as follows:

- ❑ Loan facility- the Tourism Finance Corporation of India (TFCI) provides financial assistance to the private sector for construction of hotels as well as other tourist facilities with an investment of Rs. 3 Cr. and above
- ❑ Interest subsidy- A 3% interest subsidy is available to hotels of one to three star categories on loans sanctioned by financial institutions. 5% interest subsidy is available on loans if tourism units are constructed in Jaisalmer, Jodhpur and Barmer
- ❑ Income Tax Incentives- (a) 50% of profit derived by hotels, travel agents and tour operators in foreign exchange are exempt from income tax. The balance 50% of profits in foreign exchange is also exempt provided it is reinvested within a period of five years in new hotel projects or expansion of existing units.
- ❑ Income Tax Incentive- (b) Hotels located in hilly areas, rural areas, places of pilgrimage or places notified as important for tourism development will be eligible for 50% deductions from their profits/ gains. In respect of hotels located in other places the deduction allowed is 30% except Mumbai, Delhi, Chennai and Kolkata

Government Policy under consideration and, which till confirmed can be regarded as supplementary material on direction of Tourism policy framework.

DRAFT - NATIONAL TOURISM POLICY OF INDIA

1. The Preamble

Tourism emerged as the largest global industry of the 20th century and is projected to grow even faster in the 21st century. India has immense possibilities of growth in the tourism sector with vast cultural and religious heritage, varied natural attractions, but a comparatively small role in the world tourism scene. A New Tourism Policy, which builds on the strength of the national Tourism Policy of 1982, but which envisages new initiatives towards making tourism the catalyst in employment generation, environmental re-generation, development of remote areas and development of women and other disadvantaged groups in the country, besides promoting social integration is, therefore, vital to our economy. *It would lead to larger foreign exchange earnings and create conditions for more Foreign Direct Investment.*

2. The Mission

Our mission is to promote sustainable tourism as a means of economic growth and social integration and to promote the image of India abroad as a country with a glorious past, a vibrant present and a bright future. Policies to achieve this will be evolved around six broad areas such as Welcome (swagat), Information (suchana), Facilitation (suvidha), Safety (suraksha), Cooperation (Sahyog) and Infrastructure Development (Samrachana). Conservation of heritage, natural environments, etc., and *development and promotion of tourist products would also be given importance.*

3. Objectives

The objectives of tourism development are to foster understanding between people, to create employment opportunities and bring about socio-economic benefits to the community, particularly in the interior and remote areas and to strive towards balanced and sustainable development and preserve, enrich and promote India's cultural heritage. One of the major objectives is the preservation and protection of natural resources and environment to achieve sustainable development.

Given the low cost of employment creation in the tourism sector and the low level of exploitation of India's tourism potential, the new tourism policy seeks to expand foreign tourist arrivals and facilitate domestic tourism in a manner that is sustainable by ensuring that possible adverse effects such as cultural pollution and degradation of environment are minimised.

The New Tourism Policy also aims at making the stay of foreign tourists in India, a memorable and pleasant one with reliable services at predictable costs, so that they are encouraged to undertake repeated visits to India, as friends. This would be in tune with India's traditional philosophy of giving the highest honour to a guest (Atithi debo bhava).

4. Tourism A Multi-Dimensional Activity

- (a) The Government will aim to achieve necessary linkages and synergies in the policies and programmes of all concerned Departments/agencies by establishing effective co-ordination mechanisms at Central, State and District levels. The focus of national policy, therefore, will also be to develop tourism as a common endeavour of all the agencies vitally concerned with it at the Central and State levels, public sector undertakings and the private sector.
- (b) It will be the policy of government to encourage peoples participation in tourism development including Panchayati Raj institutions, local bodies, Co-operatives, non-governmental organisations and enterprising local youth to create public awareness and to achieve a wider spread of tourist facilities. However, focussed attention will be given for the integrated development of identified centres with well directed public participation.

(c) Public and Private Sector Partnership

A constructive and mutually beneficial partnership between the public and the private sectors through all feasible means is an absolute necessity for the sustained growth of tourism. *It is, therefore, the policy of the Government to encourage emergence of such a partnership. This will be achieved by creating a Tourism Development Authority consisting of senior officials of the Government and tourism experts and professionals from the private sector.*

(d) Role of the Government

Tourism is a multi-sectoral activity and the industry is affected by many other sectors of the national economy. The State has to, therefore, ensure intergovernmental linkages and co-ordination. It also has to play a pivotal role in tourism management and promotion. The specific role of the Government will be to:-

- i. Provide basic infrastructural facilities including local planning and zoning arrangements.
- ii. Plan tourism development as a part of the over all area development strategy.
- iii. Create nucleus infrastructure in the initial stages of development to demonstrate the potential of the area.
- iv. Provide the required support facilities and incentives to both domestic and foreign investors to encourage private investment in the tourism sector.
- v. Rationalise taxation and land policies in the tourism sector in all the States and Union Territories and in respect of land owned by Government agencies like Railways.
- vi. Introduce regulatory measures to ensure social, cultural and environmental sustainability as well as safety and security of tourists.
- vii. Ensure that the type and scale of tourism development is compatible with the environment and socio-cultural milieu of the area.
- viii. Ensure that the local community is fully involved and the benefits of tourism accrue to them.
- ix. Facilitate availability of trained manpower particularly from amongst the local population jointly with the industry.
- x. Undertake research, prepare master plans, and facilitate formulation of marketing strategies.
- xi. Organise overseas promotion and marketing jointly with the industry.
- xii. Initiate specific measures to ensure safety and security of tourists and efficient facilitation services.

xiii. Facilitate the growth of a dynamic tourism sector.

(e) Role of Private Sector

Tourism has emerged as the largest export industry globally and all over the globe private sector has played the lead role in this growth. The private sector has to consider investment in tourism from a long term perspective and create the required facilities including accommodation, time share, restaurants, entertainment facilities, shopping complexes, etc. in areas identified for tourism development. Non-core activities in all airports, major stations and interstate bus terminus such as cleanliness and maintenance, luggage transportation, vehicles parking facilities, etc. should be opened up to private operators to increase efficiency and profitability. The specific role of the Private Sector will be to:-

- i. Build and manage the required tourist facilities in all places of tourist interest.
- ii. Assume collective responsibility for laying down industry standards, ethics and fair practices.
- iii. Ensure preservation and protection of tourist attractions and give lead in green practices.
- iv. Sponsor maintenance of monuments, museums and parks and provision of public conveniences and facilities.
- v. Involve the local community in tourism projects and ensure that the benefits of tourism accrue to them in right measure.
- vi. Undertake industry training and man-power development to achieve excellence in quality of services.
- vii. Participate in the preparation of investment guidelines and marketing strategies and assist in database creation and research.
- viii. Facilitate safety and security of tourists
- ix Endeavour to promote tourism on a sustained and long term perspective.
- x. Collaborate with Govt. in the promotion and marketing of destinations.

(f) Role of voluntary efforts.

Voluntary agencies and volunteers have to contribute their expertise and understanding of local ethos to supplement the efforts of other sectors to provide the human touch to tourism and foster local initiatives. All such efforts shall be encouraged.

5. Tourism Development Fund and Resources for Development

It would be the policy of the Government to facilitate larger flow of funds to tourism infrastructure and to create a Tourism Development Fund to bridge critical infrastructural gaps.

Priority would be given for development of tourist infrastructure in selected areas of tourist importance and for those products which are considered to be in demand in the existing and future markets so that limited resources are put to the best use.

6. Foreign Investments and Incentives and Rationalization of Taxes

- a. In view of large investment requirements in the tourism sector and the need for maintaining high quality standards in services, hotels and tourism related industries will continue to be in the priority list of industries for foreign investment. Export-

house status has been accorded to Hotels, Travel Agents, Tour Operators and Tourist Transport Operators vide Notification No.33(RE-98)1997-2002 dated 26.11.98 of the Ministry of Commerce. The status needs to be extended to all tourism units irrespective of the annual turnover.

- b. In order to off-set the specific constraints of tourism industry and to put in place the required infrastructure as quickly as possible, particularly in less developed areas, appropriate incentive schemes would be considered. It would also be the endeavour of the Government to persuade the State/UT Governments to rationalise taxes, to put a cap of 20% on all taxes taken together on the accommodation and hospitality units, to allocate suitable land for tourism purposes at reasonable prices, harmonize movement of tourist transport across State borders, etc.

7. Adoption of New Technologies

- a. Efforts will be made to adopt the technological advances in the tourism sector to provide better facilities to tourists and to market the tourism product, to the benefit of all concerned.
- b. Information technology shall be given the pride of place in the efforts to promote Indian tourism. Every endeavour in this regard would increasingly rely on optimising the use of e-commerce/m-commerce, use of internet for dissemination of tourism related information, increasing use of portals as gateway to accessibility to tourism information, development of Handy Audio Reach Kit (HARK) Tourist Guidance System at important monuments and heritage sites, networking of States, setting of tourist information Kiosks, encouragement to information technology and eco-friendly practices by the private industries and above all keeping abreast with the global technologies for promoting and facilitating tourism. It shall be ensured that Information Technology(IT) and Indian Tourism(IT) become synonymous.
- c. The Central Government will set up a Paryatan Bhawan in New Delhi as a modern Tourist Interpretation Centre to cater to various needs of travelers, foreign as well as domestic and to offer facilities for air and train reservation, money changing counters and information about all tourist centres in the country. The Centre will be equipped with e-connectivity and networking facility to all state tourist offices. Efforts will be made to have similar state level Paryatan Bhawans in state Capitals.

The economic and social benefits of tourism and its importance as an instrument of economic growth have to be fully recognised by all sections of the society. It would, therefore, be the endeavour of the Government to bridge the information gap through proper statistical documentation of the impact of tourism and its wide publicity to create awareness so that the economic and social significance of tourism is well recognised and tourism is given due attention and national priority

8. Safety and Security

The safety and security of tourists are of primary importance both from the point of view of tourism development and the national pride. It will be, therefore, given high priority in the

national strategy for tourism development. Central Government will take up with the State Government to enact suitable legislation on travel trade/ tourist police for protection and security of tourists and for providing institutional mechanism to deal with complaints received from tourists and the industry so as to create a better security perception amongst actual and potential visitors.

9. Facilitation Services

Tourists have to pass through several Government agencies so as to meet the requirements under various laws. These include obtaining visas, undergoing immigration checks, obtaining permits to visit certain areas, payment of fees for certain facilities, etc. The endeavour of the Government would be to improve efficiency in providing such facilitation services and make travel to and within India a pleasant experience. Introduction of issue of Visa on arrival at least for 15 days at all the airports, computerisation of the system of issue of Visa, streamlining of luggage handling system at airports improving tourist facilitation services at the airports by adopting technological solutions are some of the important facilitation services proposed in this regard.

10. Tourism Economic Zone, Tourist Circuits, Special Tourism Area and Areas of Special Interests

- (a) Tourism Economic Zones will be created with private participation based on the intrinsic attractions, potential for development and availability of resources in these zones. Air, road and rail connectivity to these areas will be established to facilitate direct and easy access to these zones from international and domestic destinations. Adequate backward and forward linkages will also be established to ensure flow of benefits to the local community. The development of such zones will be guided by well conceived Master Plans and executed by specific Tourism Development Authorities which will be created by the Government involving senior officers from the Department of Tourism, and other relevant Ministries/Departments of the Govt. of India, professionals from tourism industry and representatives of Industry & Trade Associations
- (b) India with vast cultural and religious heritage and varied natural attractions has immense potential of growth in the tourism sector. 25 travel circuits and destinations have already been identified for development through joint efforts of the Central Govt., the State Governments and the private sector. State Governments of Kerala, Tamil Nadu, Orissa and Maharashtra and Union Territory Administration of Daman & Diu have also declared Bekal Beach, Puri-Konark, Sindhudurg, Muttakadu-Mamallapuram and Diu as Special Tourism Area for integrated development. Steps will be taken to work towards the integrated development of all *the tourist circuits of the country* with the involvement of all the infrastructural departments, State Governments and the private sector.

(c) Areas of Special Interest

Government would initiate and support special programmes and schemes for the development of tourism in North Eastern States, Himalayan region and island States/U.Ts with a view to achieve overall economic development of the regions, and as part of the strategy for removing regional imbalances.

11. Sustainable Development and Perspective Plans

The principle of sustainable development stipulates that the level of development does not exceed the carrying capacity of the area. It will be governments' policy to ensure adherence to such limits through appropriate planning instruments, guidelines and enabling regulations and their enforcement. Efforts will be made to diversify the tourism products in such a way that it supplements the main stream of cultural tourism. Comprehensive perspective plans for developing sustainable tourism by assessing the existing tourism scenario in each State/Union Territory with respect to availability of natural resources, heritage and other socio-cultural assets, quantitative/demographic factors like population, employment, occupation, income levels etc, services and infrastructure will be developed by initiating immediate action in this direction.

12. Conservation and Development

Tourism development needs to be properly guided and regulated to avoid adverse impact on the natural environment and cultural heritage which constitute the tourist attraction. A judicious balance needs to be maintained between conservation and development. Government will continue its policy of trying to maintain balance through planning restrictions and by educating the people in appreciating their rich heritage and by eliciting their co-operation in preserving and protecting it.

13. Promotion and Marketing

Promotion and marketing is an important component of tourism development and needs to be undertaken along with product development in conformity with consumer profiles and product characteristics. The policy of the Government therefore will be to develop and implement cost effective marketing strategies based on market research and segmentation analysis in each of the tourist generating countries.

14. International Co-operation

Tourism is a global industry requiring inputs from various international agencies and collaborations with other countries. The policy of the Government therefore will be to foster positive win – win partnership with all the international agencies and other countries.

15. Professional Excellence

Tourism being a service industry it is necessary to enhance its service efficiency. The new policy will strive towards excellence by introducing professionalism through training and re-training of human resources and providing memorable visitor experience to both domestic and international tourists.

16. Placing Tourism in the Concurrent List of the Constitution of India

Tourism as a separate subject does not find a place in the Seventh Schedule of the Constitution of India even though a number of its components are either in the Union List or in the State List or in the Concurrent List. Under the new Policy, Tourism will be placed in the Concurrent List as such a step will provide a Constitutional recognition to the tourism sector and help in channelising development of tourism in a systematic manner by enabling the Central Government to bring in legislation governing the activities of various service providers in the tourism sector.

17. Action programme

The following is a list of action points emerging from the National Tourism Policy indicating the Ministries/Departments/Agencies responsible for implementing these actions.

(1) Action points relating to Suvidha (facilities)

Paryatan Bhawan in Delhi and at State Capitals: Setting up of Paryatan Bhawan in Delhi as one stop tourist reception centre to cater to various needs of travelers, foreign as well as domestic and offer air and train reservations, money changing counters and information about all tourist centres with e-connectivity and networking facilities to all State tourist offices. Construction of similar State level Paryatan Bhawans at State Capitals.

(Action – Ministry of Tourism and Culture and State Governments)

Augmentation of International Air Seat Capacity:-

- Assessing sector wise and season wise air seat capacity, and load factors and augmentation of capacity in the critical sectors either by the National Airlines or by encouraging Foreign Airlines.
- Improvement of accessibility in States and regions of tourist interest. Special interest would be given to areas having important tourist centres which are not connected by trains/buses. Promoting arrivals in destination of interest by creating hub and spoke operations. Giving impetus to Heli Tourism and Helicopter services to areas not serviceable by fixed wing Aircraft.
- Construction of airports on Built-Operate-Transfer (BOT) through private sector participation.

(Action – Ministry of Civil Aviation)

Rail Services:-

- Increasing the number of tourist trains. Special funds need to be earmarked for this purpose.
- Improving hygienic conditions, environment and passenger facilities in and around Railway Stations serving important tourist centres.
- Construction of budget hotels at important railway nodes.

(Action – Ministry of Railways)

Road Network:-

- Providing wayside amenities along with filling stations or otherwise at a distance of about 100 kilometres on all the highways connecting important tourist centres.
- Providing standard signages on all roads leading to tourist spots.
- Ensuring uninterrupted inter-state movement of tourist coaches and vehicles through rationalisation and single point collection of taxes.

(Action – Ministry of Surface Transport)

Maintenance of Heritage Sites and Improvement of Tourist Facilities:-

- Ensuring proper maintenance and professional site management of important tourist attractions/monuments under the control of Archaeological Survey of India/State Archaeology Departments.
- Involving local authorities, trusts, etc. in the restoration/ preservation of tourist attractions and maintenance of the surroundings.
- Providing world class tourist facilities, amenities and land scaping of area around important monuments in a phased manner.
- Identification, documentation and video publishing of all the monuments which are great tourist attractions.

(Action – Department of Culture and State Governments)

- Computerisation of the system of issue of visas by the Embassies/High Commissions.
- Introduction of issue of visas on arrival atleast for 15 days at all the airports.
- Distribution of tourist information brochures through Indian Embassies/High Commissions.
- Streamlining of luggage handling systems at the airports to ensure that the luggage is transported and cleared within about 30 minutes after the arrival of the flights.
- Improving tourist facilitation services at the airports by adopting technological solutions and imparting training to functionaries at the cutting edge level like customs and immigration officials, taxi drivers, guides, etc.
- Introduction of airconditioned taxis with electronic fare metres in all the international airports.
- Provision of special taxi and coach enclosures extending from arrival halls in all the international airports and controlled by security staff so that passengers can queue up easily and pick-up taxis and coaches without hassles.
- Mounting Video-Cameras in strategic places inside and outside arrival areas to prevent corruption.
- Providing direct access to airport hotels and railway platforms in all the international airports.
- Augmenting information services at the airports.
- Removal of RAP/PAP restrictions from most parts of the country.
- Provision of money changing facility in all the tourist centres.
- Providing international standard signages at tourist centres, airports, railway stations, bus stands, etc.

(Action – Ministry of Home Affairs, Ministry of External Affairs, Ministry of Civil Aviation, Ministry of Finance [Department of Banking] and State Governments)

(2). Action Points relating to Soochana (information)

- Setting-up a chain of exclusive souvenir shops stocking specially manufactured and beautifully packed information books and other souvenir items at all the nationally important tourist places in a professional manner.
- Introduction of audio-guides at the important tourist places on a commercial basis.

(Action: - Department of Culture and State Governments)

- There have been revolutionary changes in the computer and communication technologies and other relevant sectors which are still changing. Such technologies have helped sharing of information globally to the advantage of all. Information Technology for improving visitor information and facilitation should be effectively used. Setting up of Touch Screen Information Kiosks, development of Tourism Portals with links to all tourism related web sites, production of CD-ROMs, creation and maintenance of websites, introduction of computer based information and reservation systems, use of virtual reality systems and video-conferencing for tourism promotion, etc. are the activities proposed in this regard.

(Action – Ministry of Tourism & Culture and State Governments)

(3). Action Points relating to Safety and Security (Suraksha)

- Launching of campaigns through local bodies, non-governmental organisations, youth centres, etc. to create awareness about the traditions of Indian hospitality and the importance of providing an assurance of safety and security to tourists so as to control touting, extortion and harassment to tourists.
- Providing a legal framework for the protection of tourists and their belongings.
- Providing an institutional mechanism to deal with the complaints received from tourists and the industry so as to create a better security perception amongst actual and potential visitors.
- Introducing tourist police at important tourist centres through the respective State Governments.
- Strict prohibition of soliciting and enticing of tourists both within the airport premises and in its immediate neighbourhood by unethical operators and traders and keeping both the airports and its vicinity tout free.
- Central Government to take up with the State Governments to enact suitable legislations on travel trade/tourist police for protection and security of tourists. Model guidelines to be circulated to the State Governments.

(Action – Ministry of Tourism & Culture, Ministry of Home Affairs and State Governments)

(4) Action Point relating to Infrastructure Development

- In order to off-set the specific constraints of tourism industry and to put in place the required infrastructure as quickly as possible, particularly in less developed areas, appropriate incentive schemes would be considered. It would also be the endeavour of the Government to persuade the State/UT Governments to rationalise taxes and to allocate suitable land for tourism purposes at reasonable prices, harmonize movement of tourist transport across State borders, etc.
- Efforts will be made to prepare Master Plan for land use in each tourist destination/urban

centre for infrastructure purposes. Ministry of Tourism & Culture will also be the agency to effect any changes in the master plan relating to land use for tourism infrastructure.

- It will be the endeavour of the Govt to provide single window clearance facilities in the areas like allotment of lands, environment, electricity, water, sewerage, etc. in order to facilitate speedy implementation of tourism projects.

(Action – Ministry of Tourism & Culture and State Governments)

- Tourism being an area where generally strategic issues are not involved, maximum impetus and incentives need to be given to FDI and involvement of NRIs, PIOs and OCBs to evolve appropriate means to facilitate FDIs such as Special Purpose Vehicles (SPVs). At present NRIs & PIOs are allowed 100 per cent investment in tourism projects.

(Action- Ministry of Tourism and Culture and Ministry of Finance)

- Development of tourism to the extent desired would involve heavy investments in infrastructure. The resources for such investments have to come mostly from private investors, financial institutions and external borrowing. Financial viability and commercial returns are the guiding factors in such investments. Very often, it would depend on investments to bridge certain critical gaps in infrastructure which by itself may not be commercially remunerative. Special funds have to be therefore, created for such investments. The Institutions like Tourism Finance Corporation of India (TFCI) will be strengthened and a special fund namely Tourism Development Fund will be set up for development of Tourist Infrastructure.

(Action – Ministry of Tourism & Culture, Ministry of Finance and State Governments)

(5). Action Point relating to Cooperation

- Encouraging Panchayati Raj Institutions, local bodies, religious trusts, co-operatives, and other community level institutions to take up tourism promotion activities through the general rural development and employment generation programmes and specific rural tourism development schemes.
- Encouragement of non-governmental organisations to create and manage tourist facilities.
- Involvement of non-governmental organisations to create environmental awareness on Eco-tourism, national parks, coastal tourism and urban/rural hygiene in tourist centres.
- Involvement of local community in the formulation and implementation of tourism development plans through District Tourism Promotion Councils, etc.

(Action: Ministry of Tourism & Culture and State Govt.)

(6). Action Point relating to Conservation

- Formulation and publication of appropriate policies and guidelines, creation of public awareness about such guidelines, etc. are the activities envisaged in this regard apart from providing the requisite legal frame work for ensuring social, cultural and environmental sustainability.
- Despoilation of natural environment, archaeological monuments, beaches, mountains and places of natural beauty; disruption in the eco-system of environmentally sensitive regions; destruction of traditions in the culturally sensitive areas; clandestine selling of antiques and vandalism are some of the possible adverse effects of unimaginative and

unregulated development of tourism.

(Action – Ministry of Tourism & Culture, Ministry of External Affairs, Ministry of Environment and Forests and State Governments)

(7). Action Point relating to Product Development and Promotion

- Giving guidance and financial assistance to State/Union Territory Governments for preparing tourism Master Plans and perspective plans identifying tourism resources, prioritising development circuits and projects and specifying the most suitable forms of tourism.
- Implementing integrated/intensive development of tourist destinations after assessing the carrying capacity, local aspirations and the benefits likely to accrue to the community.
- Involving the town and country planning agencies of Central and State Governments and integration of spatio-economic development plans with tourism development .
- Focussing on the development of Eco-tourism.
- Developing the places of pilgrimage by providing the requisite infrastructural facilities with a view to promote domestic and international pilgrim tourism.
- Develop a clear identity/theme around some important existing attractions and package them to offer an attractive product e.g. Varanasi as the present living city with roots into deep ancient civilisation on similar lines as Jericho/Rome/Bethlehem;
- Expand "Events Tourism" through organisation of international events such as sports, conferences etc.; also market existing cultural and religious festivals as tourist attractions.
- Expand "Shopping Tourism" through good value for money with the exquisite range of hand-crafted products made in the country.
- Expand "Cruise Tourism", in view of the huge coastlines and large number of ports.
- Developing heritage and village tourism as a package by identifying and developing villages around heritage properties which have already been restored .
- Diversifying the tourism product to make India a unique multi-attraction tourism destination which can meet the needs of all forms of tourism particularly rural tourism, spiritual tourism, eco tourism, adventure tourism, incentive tourism, conference and convention tourism, etc.
- Developing natural health resorts of Yoga, Ayurveda, etc. as unique tourism products of India.
- Developing seamless inter-modal transfers by improving linkages.
- Involvement of NRIs and PIOs in product development.
- Amusement parks promote tourism by attracting both international and domestic tourists, generate demand in the transport, accommodation and service sectors and create employment opportunities. The Government will prepare appropriate guidelines to encourage private sector to invest in development of amusement parks.

(Action – Ministry of Tourism & Culture and State Governments)

- Peoples Participation in Development of Tourism : - Tourism policy 1982 envisaged a selective approach based on travel circuit concept in the provision of tourism infrastructure to achieve intensive development of selected centres. The National Action Plan for Tourism 1992 also reiterated the need for such a policy to achieve significant impact on infrastructural development with the limited resources available. These policies, however, did not succeed in view of persistent demands for several small

projects to meet the needs of domestic tourists in almost every place of tourist interest. Even the Government of India essentially followed a scheme approach instead of area approach in providing financial assistance for the development of tourism infrastructure. The approach for the future development of tourism has to, therefore, take into account both the needs for selective development and the demands of a wide cross section of domestic tourists. The activities in this regard would include:

- Creating public awareness about economic and social benefits of tourism amongst administrators, planners and the masses through seminars, workshops, presentations, etc.
- Launching entrepreneurship development and self employment programmes to involve the educated youth in providing various tourist facilities and services and thereby creating employment opportunities.
- Integrated development of special tourism areas and selected circuits.

(Action – Ministry of Tourism & Culture and State Governments)

- *Integrated Development of Tourist destinations:-* International tourist traffic to the country is largely confined to certain selected centres and destinations at present. There is also a fair level of seasonality in the international tourist arrivals. As a result there is a good deal of congestion and scarcity of facilities in some of these centres during peak seasons. The tourist traffic to some of the centres have even exceeded the carrying capacity with the attendant problems of environmental degradation. It has, therefore, become necessary to go beyond the beaten tracks and to facilitate direct visit of tourists to new destinations. However, the choice of such new destinations for development will have to be based on their intrinsic attractions, potential for development and the carrying capacity as well as availability of resources. Such developments will be guided by well conceived master plans, and executed by specific Tourism Development Authorities. Adequate backward and forward linkages will also be established to ensure adequate flow of benefits to the local community.
- *Creation of Tourism Economic Zones*
- *Constitution of Tourism Development Authorities*

(Action – Ministry of Tourism & Culture and State Governments)

- *Diversification of Tourism Products: -* The main strength of Indian tourism at present is its cultural attractions, particularly, the large number of monuments and archaeological remains scattered through out the country, its art and artefacts and colourful fairs and festivals. The country is also endowed with a number of other tourist attractions and options including beach tourism; forests, wild life and land scapes for eco-tourism; snow, river and mountain peaks for adventure tourism; technological parks and science museums for science tourism; centres of pilgrimage for spiritual tourism; heritage trains and hotels for heritage tourism; etc. The tradition of Indian system of medicine and its curative and preventive effect are well known the world over. Yoga, Ayurveda and other forms of natural health resorts have thus become unique tourist attractions of the country. There are also facilities for conference and convention tourism, cruise tourism and shopping tours. The development of natural health resorts of Yoga, Ayurveda etc. along with rural tourism, spiritual tourism and eco-tourism will be given adequate attention.

(Action – Ministry of Tourism & Culture and State Governments)

- *Sustainable Development of Tourism: -* Assessment of carrying capacity and Environment Impact Assessment studies would be insisted while developing tourism in ecologically fragile areas and all developmental activities will be guided by such studies. The other activities in this regard would include:

- i. Providing a legal frame work through appropriate legislation for ensuring social, cultural and environmental sustainability of tourism development and protecting the tourists.
- ii. Evolving specific policies and guidelines for the development of specific forms of tourism like ecotourism, adventure tourism, etc.

(Action – Ministry of Tourism & Culture, Ministry of Environment and Forests and State Governments)

(8). Action Points relating to Promotion and Marketing

- Achieving effective co-ordination and synergy with other Departments, agencies and the private sector in tourism promotion and marketing.
- Fully utilising the Indian missions abroad for tourism promotion and related activities.
- Identifying potential tourism markets and segments and adopting focussed marketing strategies based on research to make promotional and marketing efforts cost effective.
- Enhancing the image of India as a fascinating multi-attraction and multi-activity destination with rich cultural heritage and a vibrant society.
- Observing 1999-2000 as Millennium/Explore India Year.
- Developing a Millennium Yatra Package and Youth packages.
- Organising Bauddha Mahotsav with international seminars and exhibitions at Sarnath/Bodhgaya.
- Organising photo exhibitions and creation of a photo library.
- Launching of a multi-media CD-ROM and creating an integrated website on Indian tourism.
- Developing a clear identity of Indian tourism product by promoting selected theme based tourist attractions.

(Action – Ministry of Tourism & Culture, Ministry of External Affairs, Tourism Industry and State Governments)

(9). Action Points relating to International Cooperation

- Ensuring active participation in the activities of international agencies like United Nations Development Programme (UNDP), Economic and Social Commission for Asia and Pacific (ESCAP), World Tourism Organisation (WTO), Pacific Asia Travel Association (PATA), Indian Ocean Tourism Organisation (IOTO).
- Enhancing multilateral co-operation in tourism with different groups of countries like Association of South-East Asian Nations (ASEAN), Bangladesh-India-Myanmar-Sri Lanka- Thailand-Economic Co-operation (BIMSTEC), South Asian Association for Regional Co-operation (SAARC), etc.
- Strengthening tourism promotion and investment through multilateral and bilateral agreements.

(Action – Ministry of Tourism & Culture, Ministry of Commerce and Ministry of External Affairs)

(10). Action Points relating to Areas of Special Interest

The seven States of the North East with beautiful landscapes, lush green forests, exotic wildlife, unique forms of art and culture and affable tribal societies have hitherto remained backward due

to various reasons including poor infrastructure. These States alone offer enormous potential for the development of ecotourism. At least ten percent of Plan funds of the Ministry will be used for the promotion of tourism in North East apart from taking up special projects and schemes for the development of the area. Other Special Tourism areas such as Himalayan areas, Islands and coastal areas which are identified will also be developed.

(Action – Ministry of Tourism & Culture, Himalayan States and North Eastern States)

(11). Action points relating to the Economic and Social Benefits

- Standardisation of statistical definitions and methods of data collection, tabulation and dis-semination.
- Strengthening of statistical machinery and improvement of statistical systems on tourism both at the Central and State levels.
- Development of Tourism Satellite Accounts in association with the Department of Statistics to estimate the economic benefits of tourism precisely and regularly.
- Undertaking tourism impact assessment studies and case studies.
- Launching of tourism awareness campaigns at all levels of society.

(Action – Ministry of Tourism & Culture and Department of Statistics)

12. The Action Points Relating to Professional Excellence

- Strengthening the institutional set-up for human resource development including the setting-up of an Advanced Institute of Hotel Management and a Culinary Institute.
- Qualitative improvement and modernisation of existing training institutions.
- Setting-up atleast one Food Craft Institute in each State, particularly in North Eastern States.
- Improving the standards of training in private institutes through accreditation and quality control.
- Setting up a National Tourism Documentation Centre equipped with modern technology systems to function as a repository of research findings and publications on tourism.
- Involving the tourism industry in human resource development activities and encouraging them to set-up independent training facilities.
- Streamlining and strengthening of guide training and training of other grass root level workers.
- Introduction of optional courses in tourism related topics at Graduate and under Graduate levels in order to meet requirement of trained personnel in this sector.

(Action – Ministry of Tourism & Culture and Tourism Industry)

(13). Inclusion of Tourism in the Concurrent List of the Constitution of India

(Action- Ministry of Tourism & Culture)

TOTAL TOURIST ARRIVALS FOR LAST TEN YEARS (1991-2000)

REGION – WISE

Varanasi

Total Tourist Arrivals for Varanasi										
	Years									
	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Domestic	972121	988321	1014000	1138000	1233000	1356300	215106	287606	393297	431901
Foreign	99435	123617	107000	211365	226410	249051	82459	88836	113333	115254
Total	1071556	1111938	1121000	1349365	1459410	1605351	297565	376442	506630	547155

Lucknow

Total Tourist Arrivals for Lucknow										
	Years									
	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Domestic	301763	334319	386836	420701	480156	528171	476579	493824	523807	485087
Foreign	1794	2431	3740	14748	21500	23650	9661	18534	23353	9158
Total	303557	336750	390576	435449	501656	551821	486240	512358	547160	494245

Jhansi

Total Tourist Arrivals for Jhansi										
	Years									
	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Domestic	893691	912341	102102	113667	126025	182200	194500	301709	413631	492611
Foreign	2643	2911	3050	3168	3791	5508	5720	5720	8361	9941
Total	896334	915252	105152	116835	129816	187708	200220	307429	421992	502552

Agra

Total Tourist Arrivals for Agra										
	Years									
	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Domestic	774318	813496	866529	966382	1055876	1161463	1628816	1633721	1700832	1710932
Foreign	210132	252342	275000	305000	338000	371800	586590	626298	566943	570310
Total	984450	1065838	1141529	1271382	1393876	1533263	2215406	2260019	2267775	2281242

Buddhist Circuit

Domestic Tourist arrivals in Buddhist Circuit

	Kushinagar	Shravasti	Sarnath	Kapilvastu	Kaushambi	Sankisa	Total in Buddhist Circuit
1992	178000	210000	196000	59000	45000	15000	703000
1993	178000	190000	257000	55000	35000	10000	725000
1994	50004	1656	1138000	4100	20000	15000	1228760
1995	55995	1841	123300	4700	22000	17000	224836
1996	61594	20450	1356300	457	27000	22942	1488743
1997	67753	22400	1491930	1394	30567	22692	1636736
1998	74528	24640	1641123	1533	33624	24961	1800409
1999	81981	27104	1805235	1686	36986	27497	1980489
2000	107364	26711	1947647	6096	44247	28575	2160640
2001	127756	60300	2097246	8331	66370	30220	2390223

Source: UP Tourism

Foreign Tourist arrivals in Buddhist Circuit

	Kushinagar	Shravasti	Sarnath	Kapilvastu	Kaushambi	Sankisa	Total in Buddhist Circuit
1992	80000	10000	180000	38000	6000	2000	316000
1993	72000	10000	143000	35000	5000	2000	267000
1994	9444	11772	211965	3300	500	1500	238481
1995	20389	13079	226410	3900	700	1600	266078
1996	22427	14532	249051	4936	700	1762	293408
1997	24669	15200	273956	9922	1231	2600	327578
1998	27136	16720	301352	10914	1354	2860	360336
1999	29849	18392	331487	12005	1489	3146	396368
2000	15277	15900	8115	16810	2248	3227	61577
2001	8884	1500	1708	15549	4872	3505	36018

Source: UP Tourism

Varanasi

Domestic Tourists

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Varanasi	972121	988321	1014000	1138000	1233000	1356300	215106	287606	393297	431901
Mirzapur							112502	123110	583624	592615
Sonbhadra							10000		13410	27895
Bhadohi										
Astabhuja							2009400	1500000	1700000	1705000
Sarnath							3240	99719	114858	74872
Jaunpur							287000	371300	397650	381940
Vindhyanchal							2100000	2000500	2200000	2210000
Total							4737248	4382235	5402839	5424223

Foreign Tourists

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	% of Varanasi
Varanasi	99435	123617	107000	211365	226410	249051	82459	88836	113333	115254	
Mirzapur							440	415	454	563	0%
Sonbhadra											0%
Bhadohi											0%
Astabhuja							600		500	550	0%
Sarnath							10517	7482	15168	8115	10%
Jaunpur							7400	9800	10560	9470	9%
Vindhyanchal							600	500	2000	2100	1%
Total							102016	107033	142015	136052	

Total Tourist Arrivals for Varanasi

Years										
	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Domestic	972121	988321	1014000	1138000	1233000	1356300	215106	287606	393297	431901
Foreign	99435	123617	107000	211365	226410	249051	82459	88836	113333	115254
Total	1071556	1111938	1121000	1349365	1459410	1605351	297565	376442	506630	547155

Lucknow**Domestic Tourists**

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Lucknow	301763	334319	386836	420701	480156	528171	476579	493824	523807	485087
Hardoi							8124	1218	4411	4693
Lakhimpur							5220	8705	11566	6446
Sitapur							2402	2056	2448	4790
Rae Bareilly			239407	252016	265090	291599	210884	198858	204588	4372
Unnao							12674	1780	2038	4297
Hargaon							3685	4854	5486	
Golagapurnath							161284	114312	115455	116955
Dudhwa							4218	5482	6132	3288
Nimsar							198272	199812	216678	3053
Kanpur							120158	116097	109143	99700
Kanpur (Dehat)							2640	3260	13672	14216
Bithoor							62512	65691	66329	68711
Kan							3885	4253	5160	5972
Sankisa							22692	25540	26332	28575
Kannauj							40270	45055	46129	48521
Total							1335499	1290797	1359374	898676

Foreign Tourists

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Lucknow	1794	2431	3740	14748	21500	23650	9661	18534	23353	9158
Hardoi								4		
Lakhimpur							964	1348	1088	1633
Sitapur										2
Rae Bareilly			126	124	321	353				7
Unnao								19	28	
Hargaon										
Golagapurnath										
Dudhwa							120	98	108	54
Nimsar										2
Kanpur							2272	1579	1670	1672
Kanpur (Dehat)							79	85	96	107
Bithoor								45	40	48
Kan										
Sankisa							2600	2818	3116	3227
Kannauj							92	121	129	112
Total							15788	24651	29628	16022

Total Tourist Arrivals for Lucknow										
	Years									
	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Domestic	301763	334319	386836	420701	480156	528171	476579	493824	523807	485087
Foreign	1794	2431	3740	14748	21500	23650	9661	18534	23353	9158
Total	303557	336750	390576	435449	501656	551821	486240	512358	547160	494245

Jhansi**Domestic Tourists**

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Jhansi	893691	912341	102102	113667	126025	182200	194500	301709	413631	492611
Banda						86000	90146	115623	163429	72530
Kalpi						68400	69128	78986	120401	149305
Lalitpur						57305	72138	120890	170999	250000
Chitrakoot						270525	274232	354525	2380125	2391687
Deogarh						41205	60449	90741	110110	120400
Kalinjar						85305	87830	130115	140230	148875
Mahoba						69325	150000	210511	223310	248667
Charkhari						120000	120898	151215	163602	181157
Rajapur						55000	59741	80520	91230	95471
Total						1035265	1179062	1634835	3977067	4150703

Foreign Tourists

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	% of travel to Jhansi
Jhansi	2643	2911	3050	3168	3791	5508	5720	5720	8361	9941	100%
Banda						88	76	76	117	120	1%
Kalpi						25	18	28	316	348	2%
Lalitpur						325	1250	1503	1895	2000	20%
Chitrakoot						203	80	385	390	403	4%
Deogarh						295	1200	1366	1445	1600	17%
Kalinjar						76	10	66	71	82	1%
Mahoba						85	38	70	92	121	1%
Charkhari						8	13	25	45	66	0%
Rajapur						16	27	102	115	142	1%
Total						6629	8432	9341	12847	14823	

Total Tourist Arrivals for Jhansi

Years										
	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Domestic	893691	912341	102102	113667	126025	182200	194500	301709	413631	492611
Foreign	2643	2911	3050	3168	3791	5508	5720	5720	8361	9941
Total	896334	915252	105152	116835	129816	187708	200220	307429	421992	502552

Agra**Domestic Tourists**

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Agra	774318	813496	866529	966382	1055876	1161463	1628816	1633721	1700832	1710932
Fatehpur Sikri							136138	226457	261442	264672
Soraun (Etah)							1800000	2000800	2060000	2060000

Foreign Tourists


	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Agra	210132	252342	275000	305000	338000	371800	586590	626298	566943	570310
Fatehpur Sikri							45379	75485	87147	88224
Soraun (Etah)							800	850	1600	1600

Total Tourist Arrivals for Agra

	Years									
	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Domestic	774318	813496	866529	966382	1055876	1161463	1628816	1633721	1700832	1710932
Foreign	210132	252342	275000	305000	338000	371800	586590	626298	566943	570310
Total	984450	1065838	1141529	1271382	1393876	1533263	2215406	2260019	2267775	2281242

TOURISM TRAFFIC PROJECTIONS: OPTIMISTIC SCENARIO

	Domestic			Foreign		
South West UP	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Jhansi + 60 km radius	12000	17000	25000	7000	9000	13000
Mahoba/Chitrakoot	0	2000	3000	0	500	1000
Kalinjar from Jhansi hub	1000	1200	1500	0	500	700
Central UP	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Lucknow	122000	171000	444000	19000	27000	70000
Dudhwa	18000	34000	89000	3000	7000	21000
Ayodhya/ Faizabad	3000	7000	18000	0	2000	6000
South East UP Varanasi	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Varanasi + Surroundings	112000	157000	407000	122000	196000	609000
Sarnath	112000	157000	407000	18000	59000	244000
Chunar	6000	31000	122000	6000	39000	183000
Chandaprabha	40000	68000	121000	0	10000	61000
South East UP Allahabad	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Allahabad	99000	139000	361000	11000	18000	56000
Kaushambi	42000	59000	153000	2000	3000	9000
Kalinjar from Allahabad hub	153000	246000	434000	100	200	2000
Western UP Agra	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Taj Mahal	1852000	3264000	13205000	673000	1084000	3367000
Fatehpur Sikri	370000	979000	5282000	101000	271000	1347000
Red Fort	926000	1958000	9244000	337000	650000	2357000
Sikandra	556000	1306000	6603000	202000	434000	1684000
Western UP Mathura	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Mathura	62000	87000	226000	22000	35000	109000
Vrindavan	62000	87000	226000	22000	35000	109000
East UP	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Kushinagar	10000	11000	13000	19000	31000	55000
Kapilavastu	4000	7000	10000	15000	25000	50000
Shravasti	6000	8000	10000	19000	31000	55000
Others	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Sardhana	259000	378000	728000	100	200	600
Garhmukteshwar	5000	8000	25000	0	0	0
Hastinapur	2000	3000	8000	0	0	0

Note: figures refer to annual visitage at the final year of the given 

Optimistic Scenario

	Pilgrims	General Interest	Total
Short Term(phase-1) 0-5 Years	502 lakhs	64.3 lakhs	566.3 lakhs
Medium term(phase-2) 6-10 Years	721 lakhs	122 lakhs	843 lakhs
Long Term(phase-3) 11-20 Years	1487 lakhs	486 lakhs	1973 lakhs

Note: figures refer to annual visitage at the final year of the given phase

The location wise/geographic basis for the optimistic scenario is provided in the subsequent paragraph

South West UP (Jhansi Hub and Bundelkhand)

Assumptions

The major driver for the optimistic scenario for the Jhansi hub would include:

- The direct rail link to Khajuraho does not materialise or is unduly delayed
- Industrial/overall economic development of the area accelerates
- Joint marketing efforts with the MP state government for the Joint promotion of Bundelkhand effectively materialises
- Major fort monument renovation and civic infrastructure projects are accelerated

In addition, all other projects are implemented as planned.

1. The incremental tourist flow in the first few years is expected to be as follows:

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
% of Khajuraho bound tourists						
Jhansi + 60 km radius	10%	20%	30%	5%	10%	20%
% of Jhansi tourists						
(Mahoba/Chitrakoot)	0%	20%	20%	0%	5%	10%
Kalinjar tourists from Jhansi hub	5%	5%	5%	0%	5%	5%

2. The total tourist flow in the first few years is expected to be as follows:

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Jhansi + 60 km radius	17000	29000	41000	11000	18000	27000
Mahoba/Chitrakoot	0	6000	8000	0	1000	4000
Kalinjar tourists from Jhansi hub	1000	1200	2500	0	1000	1500

Total	Phase1	Phase 2	Phase 3
Jhansi + 60 km radius	28000	47000	68000
Mahoba/Chitrakoot	0	7000	12000
Kalinjar tourists from Jhansi hub	1000	2200	4000

*Note: figures refer to annual visitage at the final year of the given phase
Same is applicable for the other tables relating to numerical visitor projection in this Appendix*

Central UP (Awadh)

Assumptions for forecasts

The major driver for the optimistic scenario for the Lucknow hub would include:

- Lucknow airport project is expedited
- Industrial/overall economic development of the area accelerates
- Major fort monument renovation and civic infrastructure projects are accelerated
- Major marketing initiatives are successfully implemented to make Lucknow a recurring national/international event

In addition, all other projects are implemented as planned.

The assumptions for the growth rates for domestic and foreign tourists are listed below

Indian Tourists

Increase Lucknow	7%	from year 3 till the end of 2nd phase, and 10% in the phase 3*	
Penetration	% of Lucknow tourists		
Dudhwa	15%	20%	20%
Faizabad/ Ayodhya	1%	5%	10%

Foreign Tourists

Increase Lucknow	7%	from year 3 till the end of 2nd phase, and 10% in the phase 3*	
Penetration	% of Lucknow tourists		
Dudhwa	15%	25%	30%
Faizabad/ Ayodhya	0%	5%	10%

* With the upgradation of the Lucknow airport in the phase-2 the arrivals of the tourists for both the domestic and foreign category is assumed to increase at the rate of 10% for the 10 year period in phase-3.

3. The total tourism traffic projected for the area is as follows:

	Indian			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Lucknow	122000	171000	444000	19000	27000	70000
Dudhwa	18000	34000	89000	3000	7000	21000
Ayodhya/ Faizabad	3000	7000	18000	0	2000	6000

	Total		
	Phase1	Phase 2	Phase 3
Lucknow	141000	198000	514000
Dudhwa	21000	41000	110000
Ayodhya/ Faizabad	3000	9000	24000

South East UP A (Varanasi)

The major driver for the optimistic scenario for the Varanasi hub would include:

- Varanasi airport expansion project expedited
- Chunar Mega project expedited and aggressively promoted on priority basis
- Major landscaping, and site civic infrastructure projects are accelerated

In addition, all other projects are implemented as planned.

The assumptions for the growth rates for domestic and foreign tourists are given below

Domestic Tourists

	Phase1	Phase 2	Phase 3
Increase to Varanasi / annum	5% **	7%	10%
Penetration	% of Varanasi tourists		
Sarnath	100%	100%	100%
Chunar	5%	20%	30%
Chandraprabha	0%	5%	10%
<i>Locals to Chandraprabha</i>	<i>40000</i>	<i>60000</i>	<i>80000</i>

** from year 3

Foreign Tourists

	Phase1	Phase 2	Phase 3
Increase to Varanasi / annum	5% **	10%	12%
Penetration	% of Varanasi tourists		
Sarnath	15%	30%	40%
Chunar	5%	20%	30%
Chandraprabha	0%	5%	10%

** from year 3

Note:

- Tourist inflow to Varanasi is expected to increase by 5% per annum from year 3 to 5 & by 10% from year 5 onwards and in phase-3 12% increase after Varanasi is declared as international airport.

4. The total tourism traffic projected for the area is as follows:

	Indian			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Varanasi + Surroundings	112000	157000	407000	122000	196000	609000
Sarnath	112000	157000	407000	18000	59000	244000
Chunar	6000	31000	122000	6000	39000	183000
Chandaprabha	40000	68000	121000	0	10000	61000

	Phase1	Phase 2	Phase 3
Varanasi + Surroundings	234000	353000	1016000
Sarnath	130000	216000	651000
Chunar	12000	70000	305000
Chandaprabha	40000	78000	182000

South East UP B (Allahabad)

Projects (including Varanasi airport) and other site enhancement and tourism development (especially Allahabad Fort) do come up as planned/are expedited without any financial constraints. This will help in increasing the flow of general interest tourists greater than expectations of the likely scenario.

The assumptions for the growth rates for domestic and foreign tourists are given below

Domestic Tourism

Annual Increase	Phase1*	Phase 2	Phase 3
Allahabad	5%	7%	10%
Kaushambhi	5%	7%	10%
Kalinjar	10%	10%	12%

**Increase from year3*

Foreign Tourists

Annual Increase	Phase1*	Phase 2	Phase 3
Allahabad	10%	10%	12%
Kaushambhi	10%	10%	12%
Kalinjar	20%	20%	25%

**Increase from year3*

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Allahabad	99000	139000	361000	11000	18000	56000
Kaushambi	42000	59000	153000	2000	3000	9000
Kalinjar	153000	246000	434000	100	200	2000

Total

	Phase1	Phase 2	Phase 3
Allahabad	110000	157000	417000
Kaushambi	44000	62000	162000
Kalinjar	153100	246200	436000

Western UP

The major driver for the optimistic scenario for the Agra hub would include:

- Agra city civic infrastructure projects are accelerated/expedited
- Early completion of the Delhi-Agra expressway
- Relocation of industrial units amicably with effective measures to counter the “anti-tourism” sentiments among certain segments of the local population

In addition, all other projects are implemented as planned.

The assumptions for the growth rates for domestic and foreign tourists are listed below

Domestic Tourists

- Taj Mahal: An increase of 10% per year is expected owing to better road connectivity from Delhi with the coming up of Greater Noida - Agra expressway. In the phase-2 the growth rate marginally increases to 12% and in the final phase (Phase-3) it goes up to 15%.
- The penetration (% of Taj Mahal visitors) is assumed to be same to the assumptions taken for the likely scenario discussed before.

	Penetration (% of Taj Mahal visitors)		
	Phase1	Phase 2	Phase 3
Fatehpur Sikri	20%	30%	40%
Red Fort	50%	60%	70%
Sikandra	30%	40%	50%

Foreign Tourists

	Phase1	Phase 2	Phase 3
Agra increase per annum	7% from year 3	10%	12%
	Penetration (% of Taj Mahal visitors)		
Fatehpur Sikri	15%	25%	40%
Red Fort	50%	60%	70%
Sikandra	30%	40%	50%

- Taj Mahal: An increase of 5% per year is expected in phase 1 (presently 0% per annum) owing to better road connectivity from Delhi with the coming up of Greater Noida Agra expressway. From phase 2 onwards the increase is expected to be around 10% with the coming up of Greater Noida airport. In the phase-3 the arrival of foreign tourists settle down to 12%.

5. The total tourism traffic in Agra is expected to be :

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Taj Mahal	1852000	3264000	13205000	673000	1084000	3367000
Fatehpur Sikri	370000	979000	5282000	101000	271000	1347000
Red Fort	926000	1958000	9244000	337000	650000	2357000
Sikandra	556000	1306000	6603000	202000	434000	1684000

	Phase1	Phase 2	Phase 3
Taj Mahal	2525000	4348000	16572000
Fatehpur Sikri	471000	1250000	6629000
Red Fort	1263000	2608000	11601000
Sikandra	758000	1740000	8287000

Mathura

Assumptions

The major driver for the optimistic scenario for the Mathura-Braj-belt would include:

- Ghat renovation projects are expedited
- road decongestion projects are expedited
- Major landscaping, cleanliness, and civic infrastructure projects are accelerated

In addition, all other projects are implemented as planned.

The assumptions for the growth rates for domestic and foreign tourists are listed below

Domestic Tourists

- It is expected that domestic tourists are expected to increase by 5% per annum for phase-1, 7% per annum for phase-2 and 10% per annum for phase-3.
- All visitors to Mathura are expected to visit Vrindavan

Foreign Tourists

- An increase of 5% per year is expected in phase 1 (presently 0% per annum) owing to better road connectivity from Delhi with the coming up of Greater Noida Mathura Agra expressway. From phase 2 onwards the increase is expected to be around 10% with the coming up of Greater Noida airport and in the phase-3 it marginally increases to 12% per annum.
- All visitors to Mathura are expected to visit Vrindavan

6. The total tourism traffic in Mathura/ Vrindavan is expected to be :

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Mathura	62000	87000	226000	22000	35000	109000
Vrindavan	62000	87000	226000	22000	35000	109000

	Phase1	Phase 2	Phase 3
Mathura	84000	122000	335000
Vrindavan	84000	122000	335000

Eastern UP

Assumptions for forecasts

The major driver for the optimistic scenario for the Lucknow hub would include:

- Varanasi and Lucknow airport projects are expedited
- Major road connectivity projects are expedited
- Focussed marketing measures are implemented on a priority basis

In addition, all other projects are implemented as planned.

The assumptions for the growth rates for domestic and foreign tourists are listed below

Domestic Tourists

- Domestic tourism traffic will be from the 7 million Buddhist population in India, 10% of whom are expected to be middle to high-income group people. It is expected that each person will visit these sites atleast once in a lifetime. Assuming a lifetime of 70 years, an expected traffic of 10,000 tourists per year could be expected.
- The increase in pilgrims will be 2% per annum (growth rate of population)

Foreign Tourists

- Foreign tourism to Kushinagar is estimated to grow by 5% per annum in phase 1 and 10% per annum in phase 2 & 12% for phase-3.
- It is assumed that all visitors to Kushinagar will be visiting Shravasti as is the trend presently
- Kapilavastu is expected to attract 80%, 80% & 90 % of visitors to the circuit in phase 1, 2 & 3 respectively
- For Sarnath, the traffic is expected to be a mix of regular tourists and pilgrim tourists.

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Kushinagar	10000	11000	13000	19000	31000	55000
Kapilavastu	4000	7000	10000	15000	25000	50000
Shravasti	6000	8000	10000	19000	31000	55000

Total	Phase1	Phase 2	Phase 3
Kushinagar	29000	42000	68000
Kapilavastu	19000	32000	60000
Shravasti	25000	39000	65000

Other Areas

7. Western UP has few sites of tourist interest. However some important sites are closer to the tourist heavy/intense highways to Uttaranchal hills.

Projects (including airports and road/ drainage) and other site enhancement and tourism development do come up as planned /are expedited without any financial constraints. This will help in increasing the flow of general interest tourists greater than expectations of the likely scenario.

The assumptions for the growth rates for domestic and foreign tourists are listed below

Domestic Tourists

- Visitors in middle & high income groups to religious Hindu/ Jain sites are taken at 1% of the total visitage
- For Sardhana the entire visitage is assumed to be of tourists, as it is a religious cum heritage site
- The increase in tourist traffic is taken at:

Increase per annum	Phase1	Phase 2	Phase 3
Sardhana	5%	10%	12%
Garhmukteshwar	5%	10%	10%
Hastinapur	5%	10%	10%

Foreign Tourists


- Foreign tourists are expected only in Sardhana increasing at the same pace as Indian tourists

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Sardhana	259000	378000	728000	100	200	600
Garhmukteshwar	5000	8000	25000	0	0	0
Hastinapur	2000	3000	8000	0	0	0

	Phase1	Phase 2	Phase 3
Sardhana	259100	378200	728600
Garhmukteshwar	5000	8000	25000
Hastinapur	2000	3000	8000

TOURISM TRAFFIC PROJECTIONS: PESSIMISTIC SCENARIO

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
South West UP						
Jhansi + 60 km radius	12000	17000	25000	7000	9000	13000
Mahoba/Chitrakoot	0	2000	3000	0	500	1000
Kalinjar from Jhansi hub	1000	1200	1500	0	500	700
Central UP						
Lucknow	107000	121000	155000	18000	23000	37000
Dudhwa	16000	24000	31000	3000	6000	11000
Ayodhya/ Faizabad	2000	5000	6000	0	2000	3000
South East UP Varanasi						
Varanasi + Surroundings	104000	118000	151000	122000	156000	254000
Sarnath	104000	118000	151000	18000	47000	102000
Chunar	5000	24000	45000	6000	31000	76000
Chandaprabha	40000	66000	95000	0	8000	25000
South East UP Allahabad						
Allahabad	88000	100000	128000	9000	11000	18000
Kaushambi	38000	43000	55000	2000	3000	5000
Kalinjar from Allahabad hub	134000	152000	172000	50	100	500
Western UP Agra						
Taj Mahal	1301000	1472000	1884000	648000	827000	1347000
Fatehpur Sikri	260000	442000	754000	97000	207000	539000
Red Fort	651000	883000	1319000	324000	496000	943000
Sikandra	390000	589000	942000	194000	331000	674000
Western UP Mathura						
Mathura	59000	67000	86000	22000	28000	46000
Vrindavan	59000	67000	86000	22000	28000	46000
East UP						
Kushinagar	10000	11000	13000	19000	24000	31000
Kapilavastu	4000	7000	10000	15000	19000	28000
Shravasti	6000	8000	10000	19000	24000	31000
Others						
Sardhana	246000	265000	300000	100	100	200
Garhmukteshwar	4000	5000	6000	0	0	0
Hastinapur	2000	2000	3000	0	0	0

Note: figures refer to annual visitage at the final year of the given 

Pessimistic Scenario

A summary of tourist forecast for the state under the pessimistic scenario is given in the following table

	Pilgrims	General Interest	Total
Short Term(phase-1) 0-5 Years	396 lakhs	52 lakhs	448 lakhs
Medium term(phase-2) 6-10 Years	448 lakhs	69 lakhs	517 lakhs
Long Term(phase-3) 11-20 Years	573 lakhs	107 lakhs	680 lakhs

Note: figures refer to annual visitage at the final year of the given phase

The major reason for the fall in the tourist arrivals in the pessimistic scenario as compared to the likely scenario would be the non-implementation / delayed implementation of the projects on time due to financial constraints and other related reasons; due to circumstances especially/adversely impacting the image of UP/tourism of UP etc.

LOCATION WISE FORECAST

The location wise/geographic basis for the pessimistic scenario is provided in the subsequent paragraph

South West UP (Jhansi Hub and Bundelkhand)

8. The incremental tourist flow is expected to be as follows:

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
% of Khajuraho bound tourists						
Jhansi + 60 km radius	5%	20%	30%	0%	10%	20%
% of Jhansi tourists						
(Mahoba/Chitrakoot)	0%	20%	20%	0%	5%	10%
Kalinjar tourists from Jhansi hub	5%	5%	5%	0%	5%	5%

9. The total tourist flow projected is as follows:

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Jhansi + 60 km radius	12000	17000	25000	7000	9000	13000
Mahoba/Chitrakoot	0	2000	3000	0	500	1000
Kalinjar tourists from Jhansi hub	1000	1200	1500	0	500	700

Total	Phase1	Phase 2	Phase 3
Jhansi + 60 km radius	19000	26000	38000
Mahoba/Chitrakoot	0	2500	4000
Kalinjar tourists from Jhansi hub	1000	1700	2200

*Note: figures refer to annual visitage at the final year of the given phase
Same is applicable for the other tables relating to numerical visitor projection in this chapter*

Central UP (Awadh)

The assumptions for the growth rates for domestic and foreign tourists are listed below

Indian Tourists

Increase Lucknow	2.5%	2.5% increase (corresponding to the increase in the population) in the domestic tourists would be there for all the 3 phases	
Penetration	% of Lucknow tourists		
Dudhwa	15%	20%	20%
Faizabad/ Ayodhya	1%	5%	10%

Foreign Tourists

Increase Lucknow	5%	Constant increase of 5% for all the 3 phases	
Penetration	% of Lucknow tourists		
Dudhwa	15%	25%	30%
Faizabad/ Ayodhya	0%	5%	10%

10. The total tourist flow projected is as follows:

	Indian			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Lucknow	107000	121000	155000	18000	23000	37000
Dudhwa	16000	24000	31000	3000	6000	11000
Ayodhya/ Faizabad	2000	5000	6000	0	2000	3000

	Total		
	Phase1	Phase 2	Phase 3
Lucknow	125000	144000	192000
Dudhwa	19000	30000	42000
Ayodhya/ Faizabad	2000	7000	9000

South East UP A (Varanasi)

The assumptions for the growth rates for domestic and foreign tourists are listed below

Domestic Tourists

	Phase1	Phase 2	Phase 3
Increase to Varanasi / annum	2.5% **	2.5%	2.5%
Penetration	% of Varanasi tourists		
Sarnath	100%	100%	100%
Chunar	5%	20%	30%
Chandraprabha	0%	5%	10%
<i>Locals to Chandraprabha</i>	<i>40000</i>	<i>60000</i>	<i>80000</i>

*** from year 3*

Foreign Tourists

	Phase1	Phase 2	Phase 3
Increase to Varanasi / annum	5% **	5%	5%
Penetration	% of Varanasi tourists		
Sarnath	15%	30%	40%
Chunar	5%	20%	30%
Chandraprabha	0%	5%	10%

*** from year 3*

- Tourist flows are expected to increase at the constant population growth rate of 2.5% for the domestic tourists and at a constant rate of 5% for the foreign tourist for 3-phase period.

11. The total tourist flow projected is as follows:

	Indian			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Varanasi + Surroundings	104000	118000	151000	122000	156000	254000
Sarnath	104000	118000	151000	18000	47000	102000
Chunar	5000	24000	45000	6000	31000	76000
Chandaprabha	40000	66000	95000	0	8000	25000

	Phase1	Phase 2	Phase 3
Varanasi + Surroundings	226000	274000	405000
Sarnath	122000	165000	253000
Chunar	11000	55000	121000
Chandaprabha	40000	74000	120000

South East UP B (Allahabad)

The assumptions for the growth rates for domestic and foreign tourists are listed below

Domestic Tourism

Annual Increase	Phase1*	Phase 2	Phase 3
Allahabad	2.5%	2.5%	2.5%
Kaushambhi	2.5%	2.5%	2.5%
Kalinjar	2.5%	2.5%	2.5%

**Increase from year3*

- The growth rate for the domestic tourists is assumed to be 2.5% (rate of growth of population) for all the phases in pessimistic scenario

Foreign Tourists

Annual Increase	Phase1*	Phase 2	Phase 3
Allahabad	5%	5%	5%
Kaushambhi	5%	5%	5%
Kalinjar	10%	10%	10%

**Increase from year3*

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Allahabad	88000	100000	128000	9000	11000	18000
Kaushambi	38000	43000	55000	2000	3000	5000
Kalinjar	134000	152000	172000	50	100	500

Total

	Phase1	Phase 2	Phase 3
Allahabad	110000	157000	417000
Kaushambi	44000	62000	162000
Kalinjar	153100	246200	436000

Western UP

The assumptions for the growth rates for domestic and foreign tourists are listed below

Domestic Tourists

- Taj Mahal: An increase of 2.5% (corresponding to growth of population) is expected in the growth of the domestic tourist for the 3 phase period for the pessimistic scenario
- The penetration (% of Taj Mahal visitors) is assumed to be same to the assumptions taken for the likely scenario discussed before.

	Penetration (% of Taj Mahal visitors)		
	Phase1	Phase 2	Phase 3
Fatehpur Sikri	20%	30%	40%
Red Fort	50%	60%	70%
Sikandra	30%	40%	50%

Foreign Tourists

	Phase1	Phase 2	Phase 3
Agra increase per annum	5%	5%	5%
	Penetration (% of Taj Mahal visitors)		
Fatehpur Sikri	15%	25%	40%
Red Fort	50%	60%	70%
Sikandra	30%	40%	50%

- Taj Mahal: An increase of 5% per year is expected in phase 1 (presently 0% per annum) owing to better road connectivity from Delhi with the coming up of Greater Noida Agra expressway. From phase 2 onwards the growth rate is assumed to settle down to 5% per year for both phase-2 and phase-3.
- The penetration (% of Taj Mahal visitors) is assumed to be same to the assumptions taken for the likely scenario discussed before.

12. The total tourist flow projected is as follows:

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Taj Mahal	1301000	1472000	1884000	648000	827000	1347000
Fatehpur Sikri	260000	442000	754000	97000	207000	539000
Red Fort	651000	883000	1319000	324000	496000	943000
Sikandra	390000	589000	942000	194000	331000	674000

	Phase1	Phase 2	Phase 3
Taj Mahal	1949000	2299000	3231000
Fatehpur Sikri	357000	649000	1293000
Red Fort	975000	1379000	2262000
Sikandra	584000	920000	1616000

Mathura

The assumptions for the growth rates for domestic and foreign tourists are listed below

Domestic Tourists

- It is expected that domestic tourists be expected to increase by 2.5% per annum same as the growth rate of population.
- All visitors to Mathura are expected to visit Vrindavan

Foreign Tourists

- An increase of 5% per year is expected in all the phases (presently 0% per annum) owing to better road connectivity from Delhi with the coming up of Greater Noida Mathura Agra expressway
- All visitors to Mathura are expected to visit Vrindavan

13. The total tourism traffic in Mathura/ Vrindavan is expected to be :

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Mathura	59000	67000	86000	22000	28000	46000
Vrindavan	59000	67000	86000	22000	28000	46000

	Phase1	Phase 2	Phase 3
Mathura	81000	95000	132000
Vrindavan	81000	95000	132000

Eastern UP

The assumptions for the growth rates for domestic and foreign tourists are listed below

Domestic Tourists

- Domestic tourism traffic will be from the 7 million Buddhist population in India, 10% of whom are expected to be middle to high-income group people. It is expected that each person will visit these sites atleast once in a lifetime. Assuming a lifetime of 70 years, an expected traffic of 10,000 tourists per year could be expected.
- The increase in pilgrims will be 2% per annum (growth rate of population)

Foreign Tourists

- Foreign tourism to Kushinagar is estimated to grow by 5% per annum for the 3 phases.
- It is assumed that all visitors to Kushinagar will be visiting Shravasti as is the trend presently
- Kapilavastu is expected to attract 80%, 80% & 90 % of visitors to the circuit in phase 1, 2 & 3 respectively
- For Sarnath, the traffic is expected to be a mix of regular tourists and pilgrim tourists.

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Kushinagar	10000	11000	13000	19000	24000	31000
Kapilavastu	4000	7000	10000	15000	19000	28000
Shravasti	6000	8000	10000	19000	24000	31000

Total	Phase1	Phase 2	Phase 3
Kushinagar	29000	35000	44000
Kapilavastu	19000	26000	38000
Shravasti	25000	32000	41000

Other Areas

14. Western UP has few sites of tourist interest. However some important sites are closer to the tourist heavy/intense highways to Uttaranchal hills.

The assumptions for the growth rates for domestic and foreign tourists are listed below

Domestic Tourists

- Visitors in middle & high income groups to religious Hindu/ Jain sites are taken at 1% of the total visitage
- For Sardhana the entire visitage is assumed to be of tourists, as it is a religious cum heritage site
- The increase in tourist traffic is taken at the growth rate of population ie 2.5%:

Foreign Tourists

- Foreign tourists are expected only in Sardhana increasing at constant 5% rate for the 3 phases.

	Domestic			Foreign		
	Phase1	Phase 2	Phase 3	Phase1	Phase 2	Phase 3
Sardhana	246000	265000	300000	100	100	200
Garhmukteshwar	4000	5000	6000	0	0	0
Hastinapur	2000	2000	3000	0	0	0

	Phase1	Phase 2	Phase 3
Sardhana	246100	265100	300200
Garhmukteshwar	4000	5000	6000
Hastinapur	2000	2000	3000

Tourism Arrival Forecast

Summary forecast of the alternate scenarios are as follows :

Likely Scenario

	Pilgrims	General Interest	Total
Short Term(phase-1) 0-5 Years	450 lakhs	64 lakhs	514 lakhs
Medium term(phase-2) 6-10 Years	570 lakhs	114 lakhs	684 lakhs
Long Term(phase-3) 11-20 Years	930 lakhs	310 lakhs	1240 lakhs

Note: figures refer to annual visitage at the final year of the given phase

Optimistic Scenario

	Pilgrims	General Interest	Total
Short Term(phase-1) 0-5 Years	502 lakhs	64.3 lakhs	566.3 lakhs
Medium term(phase-2) 6-10 Years	721 lakhs	122 lakhs	843 lakhs
Long Term(phase-3) 11-20 Years	1487 lakhs	486 lakhs	1973 lakhs

Note: figures refer to annual visitage at the final year of the given phase

Pessimistic Scenario

	Pilgrims	General Interest	Total
Short Term(phase-1) 0-5 Years	396 lakhs	52 lakhs	448 lakhs
Medium term(phase-2) 6-10 Years	448 lakhs	69 lakhs	517 lakhs
Long Term(phase-3) 11-20 Years	573 lakhs	107 lakhs	680 lakhs

Note: figures refer to annual visitage at the final year of the given phase

Assumption concerning mass domestic pilgrims traffic

The number of pilgrims for the likely scenario has been increasing at a constant rate of 5% per annum for all the phases.

For optimistic scenario the rate of increase has been 7.5% per annum and for pessimistic scenario, the rate of increase has been 2.5% per annum for all phases.