

# Review of Marketing Strategies of Uttar Pradesh Tourism

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## Abstract

The effect of tourism as an industry is multi focused. Tourism industry advantages a country's economy, stimulates its improvement, and supports revilement of cultural values and technology and results in sustaining worldwide maintenance of heritage. Religious tourism is an unexplored part in which only a few scientists have initiated efforts in a magnificent manner. Religious tourism,

However, is not only culture oriented? It can also imply attracting various segments of the management of marketing. Pilgrimage tourism is the kind of tourism that wholly or strongly stimulates tourists for the attainment of their religious foresight. This research paper discusses the present tourism marketing strategies of Uttar Pradesh including tourism attractions, tourism services and types. The descriptive research method is used and the paper is systematized in three basic parts: first, an analysis of multidisciplinary literature which explains the existing data on the religious places; second, how government measures are used as marketing strategies; and at the end, the paper will present economic impacts along with opportunities facing the religious tourism in Uttar Pradesh.

**Keywords:** Uttar Pradesh, tourism, marketing, religious, economic, government, scientists, services

## Introduction

A marketing strategy is essentially a basic plan to achieve one's marketing goals and objectives. In simple terms, it is a plan which guarantees that your marketing tactics are constantly contributing to your business goals. The hospitality and tourism sector is considered the backbone for economic growth, especially in developing countries. However, this thriving sector is particularly vulnerable to natural and human-made disasters. This study assesses the hospitality and tourism sector by Uttar Pradesh addressing essential aspects such as current conditions and challenges as well as future perspectives. The secondary research methodology has been applied for the research. For data collection, the secondary data has been collected through literature, journal articles, government documents, etc.[1,2] The research findings show India has significantly affected the hospitality and tourism sector especially in Uttar Pradesh. Global and domestic tourists make programs to visit the natural, historical, religious, and cultural sites. The flight tickets and the hotel reservations are made. A significant number of workers in the sector increase their jobs. This Uttar Pradesh tourism increases the economy of the state as well as the well-being of the individuals to a large extent.

Uttar Pradesh Tourism (commonly referred to as Uttar Pradesh Tourism Department or UP Tourism Department) is a state government agency which is responsible for promotion of tourism in the Indian state of Uttar Pradesh. The department is also responsible for drafting and implementation of the tourism policy, including heritage, air service, and eco-tourism policies for Uttar Pradesh. [1] To promote tourism, the Directorate of Tourism was established in the 1972 with a Director/Director General who is an IAS officer. [3,4] In 1974 the Uttar Pradesh State Tourism Development Corporation was established to look after the

commercial tourist activities. The organization is now simply known as "Uttar Pradesh Tourism". [2]

To boost the tourism in the state from within the country and other parts of the world, the Government of Uttar Pradesh established an Uttar Pradesh Heritage Arc covering the cities of Ayodhya, Mathura, Vrindavan, Agra, Mirzapur, Lucknow and Varanasi and organized "Uttar Pradesh Travel Mart" in 2015 in Lucknow. The event was attended by 80 delegates from 27 countries. [3]

Uttar Pradesh Tourism is headed by Director-general or Director and is under the purview of the Department of Tourism, Uttar Pradesh. Reporting to the DG or Director, are the Regional Offices which is represented by the Regional Tourist Officers (R.T.O).[4] Uttar Pradesh Tourism has offices all over India and has overseas representation in Australia, Canada, France, Germany, Italy, Japan, Netherlands, Singapore, South Africa, United Arab Emirates, United Kingdom and in the United States.[5]

The Uttar Pradesh Government has drafted a new tourism policy:-

1. To identify and develop new tourism products.
2. Development of new tourism circuits and development of old circuits.
3. Expansion and improvement of existing tourism infrastructure.
4. Creation of infrastructure on tourist places.
5. Development of alternative tourism.
6. Improvement of quality of tourism products in the state.
7. To improve and preserve the art and culture of the state.
8. To create awareness and sensitivity about tourism in general public.
9. Public-private partnership in the field of tourism.
10. To make UP tourism a memorable experience for the tourists.[5,6]

11. To make inter-state travel easier by modernizing transportation.

### Discussion

Department of Tourism, Government of Uttar Pradesh is on the lookout for national level creative agencies. Preference will be given to agencies with adequate experience in the Indian tourism and hospitality sector, especially in carrying out national campaigns on promotion of tourism of leading states. The concerned agency should also have an office in Lucknow, the state capital of Uttar Pradesh. Also, creative agencies with complementing media buying or planning outfits, or tie ups with media agencies, will have an edge in the selection process. Uttar Pradesh Tourism aims to create an integrated and focused media campaign in electronic, print and digital media to spread awareness about tourism in the state. The communication will portray UP as a tourism hot spot and connect with the prospective tourists through TVCs, radio spots, brochures, booklets, posters and other promotional and marketing activities. While states such as Kerala, Gujarat and Madhya Pradesh have been at the forefront in the creation of impactful campaigns, only time will tell what is in store for the tourism industry in Uttar Pradesh.

The continuous growth and expansion of the travel sector has brought about a greater need to understand and improve its various promotional tactics. Effectively employing these methods will benefit all manner of travel destinations and attract a larger number of tourists to these locations.[7,8]

Emerging Innovative Marketing Strategies in the Tourism Industry is an authoritative title comprised of the latest scholarly research on effective promotional tools and practices within the tourism sector. Featuring expansive coverage on a variety of topics from the use of information technology and digital tools to tourist motivation and economic considerations, this publication is an essential reference source for students, researchers, and practitioners seeking research on the latest applications, models, and approaches for promotion in the travel industry.

This publication features valuable, research-based chapters across a broad range of relevant topics including, but not limited to, consumer search behavior, customer relationship management, smart technologies, experiential tourist products, leisure services, national brand images, and employment generation.[9,10]

Many academic areas covered in this publication include, but are not limited to:

- Consumer Search Behavior
- Customer Relationship Management
- Employment Generation
- Experiential Tourist Products
- Leisure Services
- National Brand Images
- Smart Technologies[11,12]

It needs no further study to prove that tourism rescues and drives economy. It helps in solving many economic issues that often plague even good and robust economies such as employment generation, regional imbalances, lack of supplementary incomes, foreign exchange defects, balance of payments etc. Similarly, tourism also helps in solving many social and cultural issues even between the most diverse communities of the hosts and the guests. Tourism began with ‘Teerthatan’ where people travelled for religious and spiritual purposes but it always supported economies as its natural benefit, and it is also the most sustainable social form of tourism till date. State of Uttar Pradesh has been in the forefront and since the last four years when the present government took over, it has been working for tourism by way of four-pronged strategy:-

Identification & Mapping

Detailed Planning

Time-bound Project Implementation

Quantifiable Monitoring [13]

The mapping of tourism circuits of religious importance in the state was a huge step in this direction. Be it Ramayana, Krishna, Buddha, Jain or even the great Sufi saints, all were mapped strategically in Uttar Pradesh, with a primary objective to boost state’s economy through tourism in time-bound manner. In 2018 Uttar Pradesh government came up with a very futuristic tourism policy that has attracted huge investments in the state and the state has actually become an example of planned tourism development for many other states of India to take clues from. The policy not only incentives tourism projects but also pays huge attention to employment generation, participation of women in tourism and skilling youth for tourism and more. The policy is quite holistic in nature and deals with rural, agricultural, ecological, and urban and adventure tourism in equal measure. As a result, tourism in Uttar Pradesh is emerging as an economic equalizer, spreading benefits in all regions of the state. Forlorn regions of Bundelkhand and Poorvanchal have been for the first time brought in the mainstream under this government. How interesting is the fact that tourism is one activity that can happen even in the regions that may not be so rich in natural resources or have fertile land. Where many businesses fail, tourism may still flourish. Regions that were long ignored have finally found savior through tourism.

The state of Uttar Pradesh attracted the most domestic tourists sweeping 23.1% of tourist share of India, counting about 53,6 Cr domestic tourists, while international figures too were no less encouraging at about 47.5 Lakhs. When international tourism came to a stand-still due to the pandemic, it is domestic tourism that has come to the rescue, and most of it is for religious purposes. Uttar Pradesh is one state where not only Gods dwelled, but Gods were actually born including Lord Rama and Lord Krishna and then there were great sages and preachers too, who took birth here or made it their residence, two names that very few would know are those of Swami Narayan of

Akshardham fame and Maharishi Patanjali to whom the credit of Yoga and Indian traditional medicine system is attributed, Uttar Pradesh very intelligently realized the potential of religious travel in the state and how this could economically benefit the state. State that hosts Kumbh, the world's largest congregation of human race, annual religious fairs like 'Magh Mela', 'Ram Naumi', 'Shiv Raatri' etc may only be seen as religious rituals but by many but then they huge economic activities and factually a lot of quantifiable employment is being generated through these.

Two mega projects that will be a game changer for tourism are Kashi Vishwanath Corridor in Varanasi and Ayodhya Development Project. Both these are examples of urban planning with tourism as a prime focus, proving that Uttar Pradesh government sees tourism as an economic driver. Uttar Pradesh by virtue was always for tourism and the continued efforts of the present government have brought it on the trajectory of growth taking it to the next level.

## Results

Some important projects include development of 12 Madhav Circuit, up gradation of Sangam area including river cleaning and dredging, developing riverfront and Ghat development on Sangam area, ropeway connecting Quila Ghat, Triveni Pushp and Saccha Baba Ghat, land development along ring road (besides Yamuna), restoration of water bodies of mythological and religious importance etc.

"Development of integrated tourism master plan is aimed at developing Prayagraj as 'Teertharaj- a global tourist destination,'" informed a PDA official associated with the project.

"The plan is to develop Prayagraj as international tourism hub while retaining and embellishing the regional cultural heritage and customs including iconic Kumbh and Magh melas. The mega plan would be prepared in such a way that it would visualize prospects of developing a religious tourism circuit by integrating with Varanasi, Ayodhya, Kaushambi, Gorakhpur, Shringverpuram etc," the official said.

PDA also wants to prepare a blueprint of the regional transport infrastructure augmentation. "The consultant would suggest the projects that need to be developed for augmenting transportation, road, rail and air linkages for improvement in accessibility perspective," officials said.

Uttar Pradesh (UP) Tourism is pacing up its promotional strategy by showcasing unique themes from each district, as well as unveiling new products to attract domestic and international tourists.[14]

The state has been churning out new tourism products such as, Eco-Tourism, Water Sports activities at Ramgarh Tal, Gorakhpur, Buddhist Circuit, Bundelkhand Circuit, Braj Circuit, Awadh Circuit, Vindhya-Varanasi Circuit, Wildlife Ecotourism Circuit, Ramayana Circuit to be relevant in the highly competitive tourism market. UP Tourism plans to

promote its lesser-known destinations through unique themes of food, religion, monument, art, and culture.

In a recent conversation at the Travel Tourism Fair 2022 Hyderabad, Ashwani K. Yadav, Tourism Information Officer, UP Tourism and Manish Srivastava, Tourism Information Officer, UP Tourism informed that the tourism department is focusing on the growth of district tourism by introducing a scheme where every district of UP will have a District Tourism Information Officer/ District Tourism Officer. "We are already in the process of recruiting people in line with the thoughts of our CM. The first project will consist of many phases, and now we are working on the first phase where a total of 75 districts of Uttar Pradesh will have 75 Tourism Information Officers," Yadav said.

Elaborating further, Srivastava said, "There will be a team of 23 officers, where the President would be the DM, Vice President would be CDO and the Joint Secretary of the team would be District Information Officer and Cultural Department Officer. The team will also consist of Treasury Officers. The idea behind this team is to streamline the process of promotional plans." Srivastava informed that the aim of the Tourist Information Officers would be to identify a unique theme from their designated district and create a promotional strategy around it, so that domestic and international inflow of tourists increases, attracted by the experience of those unique themes. The idea behind this project is to promote lesser-known destinations to the world through their specialties, such as the famous black pottery from Azamgarh, Terracotta from Aurangabad, Banarasi Saree from Varanasi, Attar from Kannauj, and brass cravings from Moradabad, etc.

## Conclusions

- Ten tourist circuits have been identified as major thrust areas.
- A master plan would be prepared for providing quality services and ensuring integrated development and marketing of all these circuits.
- Creation of a special fund to finance state-of-the-art. tourist infrastructural facilities in each circuit.
- Co-operation of private sector and NRIs for financing projects at various tourist places.
- The new tourism policy aims at increasing the number of approved hotels in the State from 80 to 300 and the bed-capacity from 5,000 to 15,000 in the next decade.
- It aims at raising the level of foreign tourists arrival to the State from 7.2 lakh to 30 lakh per annum and domestic tourists arrival from 360 lakh to 1000 lakh.
- It intends to ensure an investment of Rs. 10,000 crores at current prices to be made in tourism industry from the public and private sector in the next decade in the State as against Rs. 350 crore per annum at present.

- This will provide additional employment to 5 lakh persons directly and to another 50 lakh persons indirectly in the State in next decade.
- The New Tourism Policy provides for an attractive tax benefit package for the tourism units. They would get the same benefits as are given to the industrial units in the State.
- It also entails exempting hotels from the levy of luxury tax below a rental of Rs.1000/-, facility of exemption/deferment from levy of luxury tax to the new recognized tourism units for a period of five years from the date of commencement of operations. exemption/deferment of levy of entertainment tax to new ropeways for a period of five years, exemption/deferment of trade, tax on the restaurants in the new recognized tourism units for a period of five years, compounding system to assess the levy of entertainment tax on tourism units for the display of television programmes in their rooms using the services of a Cable operation or through a Dish Antenna exemption from trade tax and entertainment tax on all units recognised under the paving guest scheme with a capacity of up to five rooms (maximum ten beds) and exemption from entertainment tax to ail existing and new amusement parks U.P.F.C. and PICUP will extend loans to tourism projects.
- In the hill region. financial assistance, subject, to a ceiling of Rs. 10 lakh will be provided under the tourism self-employment scheme to start tourism related ventures.
- Beer-bar licenses will also be granted to recognized private hotel units having restaurant faculties.
- The procedure to get various approvals will be simplified and the criteria to assess luxury tax will be rationalized.
- Necessary infrastructure facilities will be developed through private-public partnership and special importance would be given to facilitate investment by NRIs.
- Priority to develop basic infrastructure facilities viz. roads, aviation services rail, surface and water transport assured electrical supply, telecom facilities, drinking water, sewage facilities and accommodation.
- New products like yoga spiritual, ayurveda, naturopathy, adventure sports, water cruises, film locales, diverse cuisines, traditional attire, village life etc. will be developed to attract more tourists.
- Eco-tourism will be promoted in hills, forests and water bodies.
- A Heritage hotels subsidy scheme with a subsidy of 10% and ceiling of Rs. 7.5 lakh will be introduced to encourage the conversion of private heritage building into attractive accommodation facilities.
- Restoration of ancient places, have lies, buildings and forts will be undertaken in the State.
- A Capital Investment subsidy scheme with an incentive of 10% and a ceiling of Rs. 5.00 lakh will

be introduced to attract more investment in tourism sector.

- For effective co-operation between various departments and to solve problems faced by the entrepreneurs a "Paryatan Mitra" committee will be constituted headed by the Chief Secretary.
- District Tourism Promotion councils will be constituted as a registered society and all the districts of the State to promote local initiative for the development of tourism.
- Establishment of Hospitality Management Institute at Varanasi.
- A special "Research Cell" and a "Mahotasav Cell" will be set-up in the directorate of Tourism to facilitate collection of data, analytical research and better conduct of festivals.
- Effective marketing will be arranged through participation in domestic and international travel trade conferences, fairs and world tourism marts and by organizing an 'Uttar Pradesh Show' every year in some foreign countries.
- Increase in employment in Industrial and Allied Sector from the present level of 8 to 15%.
- 10 to 12% annual rate of growth in the Industrial Sector.
- Raise the share of industry in the Net State Domestic Product from the existing 20 to 25%. [15]

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