

# Urban Tourism Potential In The Current Scenario – With Special Reference to Lucknow

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**Abstract:** In the current scenario the expectations of all the individuals has accelerated by many times after experiencing the new concepts and strategies incorporated because of the advancement and enhancement in socio-economic factors, interactions, transformation and transportation conveniences. That has lead to the rapid increase in demand for the movement from one destination to another. These objectives promote tourism of the several destinations of the globe and strengthen the economy of the respective destination and generate employment at the same time. Hence, many developed nations have opted tourism as one of the strongest source of revenue generation. It rejuvenates the youth and engages them in offering hospitality services to the prospective clients.

Urban tourism directly or indirectly develops the potential and economic conditions of the respective destinations of the cities. However, it engraves its negative marks also onto the destinations if not being dealt seriously, such of the common issues are like environment hazard, amalgamation of foreign culture in the essence of local culture and financial constraints. It reflects that tourism in the present time is not at all sustainable. In order to attain the graph of sustainable tourism lot is required to be done. However, the youth of the nation is very much active towards the preventive measurements of the environmental integrity by inculcating best practices of energy conservation and utilization of resources.

Highlighting the aspect of consciousness towards sustainable tourism, this research paper emphasizes towards getting acquainted with sustainability of urban tourism and its development strategies. Further, it is been carried out by observing Lucknow, as a case study and then critical analysis of sustainable tourism constraints is done with respect to Lucknow.

**Keywords:** Sustainable tourism, employment, urban development, environmental integrity.

## I. INTRODUCTION

Examining the facts and figures of tourism in the past several years, it's find that tourism sector has been fluctuating and has faced enough alterations towards its expansion and sustainability. This sector is being considered as one of the major source of economic development of the nation round the world. Tourism is the base of economy in many of the developed nations. Upcoming tourist destinations are also contributing in its growth and advancement. Concentrating towards the urbanization tourism development, drastic changes are being easily observed as the cities are developing at a rapid pace. This development is playing a vital role in strengthening the economy and social status of the cities. It contributes good percentage to build the economy of the nation. Incorporation of new tourist places is the perfect trend of modernity blend with tradition. The holistic development in the city and upgraded urban planning strengthen the socio economical status. This sort of economic development does not only contribute to the

economic development of the nation but also of the increases the financial strength of other part of the globe.

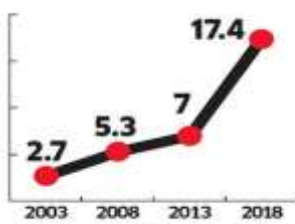
Environment of the town is directly linked with the tourism. Considering the adverse affect on the environment, tourism directly or indirectly is responsible for it. However, it can be minimized by the positive planning and developing sound strategies pertaining to the tourism. Hence, the governmental agencies must take the initiatives with the locals at a grass root level for the massive development in the aspect of sustainable tourism development. Although to talk about the said subject of sustainability of tourism seems to be easy but it's not as simple as it appears. There should be different alternative ideas to execute towards sustainability of tourism. As tourism is a macro subject to be discussed, that directly or indirectly involves the movement of individuals or a group from one place to another destination with some specific purpose. For retaining the tourism such provisions must be made to achieve the specific purposes of the tourists easily. Moreover, to develop such provisions we need to

understand the tourist inclination like educational, recreational, social, ecotourism or socio-cultural tourism.

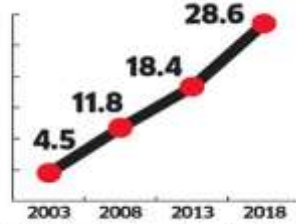
Talking about the Foreign Tourist Arrival (FTA) in India report generated by Ministry of Tourism, UN World Tourism Organization, we find a tremendous growth in this sector by attracting the foreigners to visit to our country and experiencing the customs, traditions as well as tourist attractions. It has strengthened Indian economy. As shown in the figure those huge numbers of tourists are coming from the different parts of the globe.

### Foreign tourist arrivals in India have tripled in a decade

Foreign tourist arrivals in India (mn)



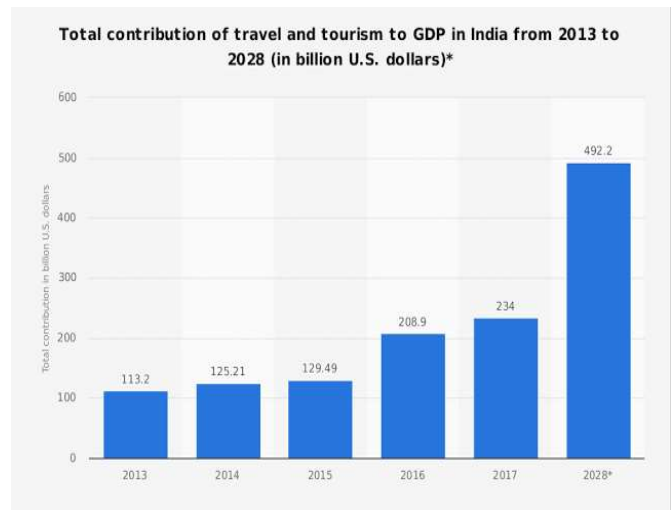
India's revenues from foreign tourists (\$ bn)



Source: Ministry of tourism, UN World Tourism Organization

When a traveler moves from one destination to another with some specific plan, directly or indirectly the movement generates employment to the locals and assists in building the economy of the country as well as reduces the unemployment and generates the revenue and spreads its culture to the world wide. On the other hands it helps the society to get rid of poverty and converts the locals to the positive frame of mind-sets. Thus tourist gets acquainted with the socio-cultural phenomenon of the societies. India is well known for its diversity in its culture and heritage.

Tourism in India is very well recognized for offering the best services and facilities to the visitors. Considering the 'Ardh Kumbha in Prayagraj' the nationalities from round the globe were witnessed who came and experienced the memorable hospitality and splendor of Indian Tourism. Hence, it reflects that the practices in sustainable tourism in India are since long time. In the current scenario tourism campaigns are promoting the Indian tourism by the well known slogans like: 'Padharo Mare Desh', 'Din Guzariye Kabhi Gujarat Mein', 'Atithi Devo Bhavah' to name a few. Tourism is identified as one of the promising sector in India. Our country holds enough significance in the field of travel and tourism. Diversity can be experienced in niche tourism aspects like pilgrim tourism, medical, eco tourism, adventure, wild life, historical, cultural, rural, meditational, film, educational, spiritual, MICE to name a few. As per the Travel and Tourism Competitiveness Report published in 2019 by the World Economic Forum our country was ranked 34<sup>th</sup> in the world. Considering the growth in GDP of our country, we can easily examine that travel and tourism sector is producing drastic results and strengthening the Indian economy.



Indian government has also taken remarkable initiatives like Swadesh Darshan and Prashad scheme under which various projects worth Rs. 550 crore have been sanctioned. Moreover, this sector has generated an outstanding employment figures by providing jobs to 81.1 million people in the year 2017-18 which was 12.38% of the total employment of our nation. It clearly indicates that travel and tourism sector of India is flourishing rapidly.

## II. METHODOLOGY

The basic methodology adopted while doing the research was to stir the primary data and consider the secondary data. Moreover some other source of information aspects were also considered during the research like report from various public sector units and government agencies, data pertaining to the Indian tourism, UN Tourism reports, hoteliers and caterer magazines and the data found during the field visit while executing the research.

### Sustainable Tourism

Sustainable tourism supports travel, promotes native cultures and works with locals to see that the tourism industry profit their villages and towns directly. Visiting to a destination makes a direct impact on the environment, culture, society and economy of the nation. The World Tourism Organization defines sustainable tourism as "Tourism that meets the needs of present, tourists and host regions while protecting and enhancing opportunity for the future. Rather than being a type of product, it is an ethos that underpins all tourism activities. As such, it is integral to all aspects of tourism development and management rather than being an add-on component"

Indian travel and tourism sector has enough potential to enhance at a rapid pace and also ensure the infrastructural development at the tourist destinations. It has the capacity to capitalize on the country's success in the services sector and provide sustainable models of growth. Along with construction, it is one of the largest sectors of the service industry in India. Higher proportion of tourism benefits can be visualized, besides providing employment to a huge

number of job seekers from unskilled to professionals. Moreover, government is initiating towards the significance of skill development in the youth, hence in this context programs like 'Hunar-se-Rozgar Tak' 'Kaushal Vikas' and 'skill certification short term programs' are given prominence. On the contrary, disgraceful level of hygiene and sanitation is the biggest challenge that is being faced by the tourism sector. However, several initiatives are already taken by the responsible authorities, but much more is required in this direction:

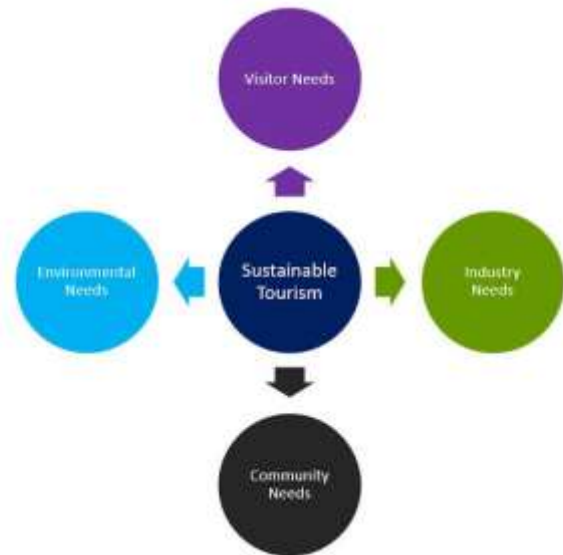
- 'Swachh Bharat Abhiyaan' is a wonderful campaign that has proven to change the paradigm of locals. It can be strengthened more by involving schools, NGOs, industry associations, etc. in carrying out cleanliness drives at important tourist destinations.
- Setting up of way-side amenities, bio-degradable toilets, etc will certainly create some remarkable changes.
- Understanding the importance of various aspects of tourism by the locals and illiterate people like adventure, medical, meditation, sports, eco-tourism, pilgrim, socio-cultural, economic, Meetings Incentives Conferences & Exhibitions (MICE), spiritual travel, film tourism to name a few.

Tourism is primarily driven by the private sector directly or indirectly by the government agencies, with a numerous stakeholders ranging from micro to macro units. The actions of these units, along with those of tourists and the local communities, determine the overall impact of tourism on the environment, whether positive or negative.

Tourism generates the revenue for the country and strengthens the economy of the nation. It can be perceived by its own strengths, weakness, opportunities and threat (SWOT). Sustainable tourism requires that both community and private sector operate together towards sustainability. Sustainable approach has long-term benefits; it affects multiple sectors and has wider impacts on sectors, regions and communities. It also considers full cycle of resources that would encourage optimum utilization of resources.

Hence, for sustainable development following key aspects must be taken into consideration:

- Emphasis on the renewable resources and making it permanent.
- Minimum usage of the natural resources if it's deteriorating the ecological status.
- Proper garbage waste disposal according to the eco-friendly philosophy.



Tourism sustainability majorly depends on the attractions and activities pertaining to the eco-tourism, ancient tourism and cultural tourism, in this context if the resources are consumed or destroyed beyond to the limit, will lead to hazardous position and will affect the equilibrium. Hence, these aspects must not be ignored keeping in mind the tentative footfall of tourist expected in the near future.

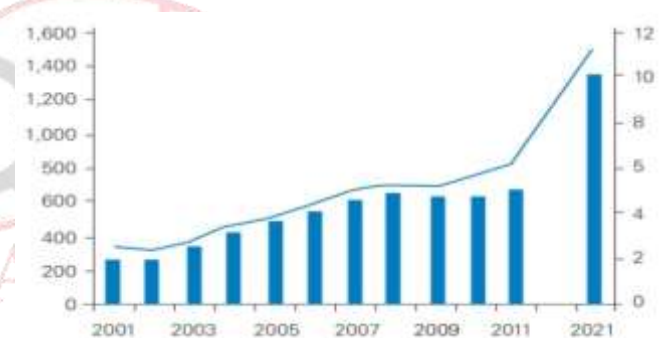


Figure 1: Growth in International Arrival

### III. STUDY AREA: LUCKNOW

#### Introduction

**Lucknow** is the capital and largest city of the Indian state of Uttar Pradesh. It has always been known as a multicultural city that flourished as a North Indian cultural and artistic hub and the seat of power of Nawab's in the 18th and 19th centuries. It continues to be an important centre of governance, administration, education, commerce, aerospace, finance, pharmaceuticals, technology, design, culture, tourism, music and poetry. The modern day capital of UP and fondly referred to as the 'City of Nawabs', Lucknow was the seat of the Nawabs of Avadh, who were great connoisseurs of art, during the 18th and 19<sup>th</sup> centuries, which resonates even today in its rich heritage, architecture, cuisine, and arts and crafts. Festivals like Moharrum, Id-Ul-Zuha, Id-Ul-Fitar, Shab-eBarat, Holi, Dusshera, Diwali, Jamghat, Bada Mangal Mela & Lucknow Mahotsav are

celebrated with great vigour by the people of Lucknow. Asafi Imambara (Bara Imambara), Chhota Imambara, British Residency and Shah Najaf are some of the prominent monuments of Lucknow that points out the architectural marvel. Rumi Darwaza, Sikandar Bagh, Lucknow Zoo & State Museum, Botanical Gardens and Kaiserbagh Palace complex are some of the popular attractions of Lucknow. Focus on the following areas will help in tapping the immense potential of Lucknow and truly make it UP's tourism hub.

**Climate**

Lucknow has a humid subtropical climate with cool, winters from mid-November to February and dry, hot summers with thunderstorms from late March to June. The rainy season is from July to September.

**Demography**

Lucknow's 2019 population is now estimated at 3,589,795. In 1950, the population of Lucknow was 488,678. Lucknow has grown by 345,124 since 2015, which represents a 2.56% annual change. These population estimates and projections come from the latest revision of the UN World Urbanization Prospects.

**Lucknow - Sustainable urban Tourism**

Development in the following aspects in Lucknow has given a fruitful results in sustaining the tourism and making Lucknow as a tourist hub in Uttar Pradesh:

- Created heritage zones in areas like Hazratganj, Qaiserbagh, Husainabad, La Martiniere.
- Established 'Lucknow Haat' - Art & Craft Bazaar with Awadhi food court and amphitheatres.
- Established additional five, four and three star hotels to boost tourism.
- Created world class multi-sports stadium and convention centre.
- Overhaul of water supply and waste management systems.
- Developing Public Amenities - toilets, dustbins, benches, street lights.
- Traffic Management including restrictions and creation of pedestrian zones around monuments.
- Proper signage around monuments, creation of museums and interpretation centers.
- Landscaping around major monuments.
- Developed Gomti Riverfront.
- Encourage Bed & Breakfast (B&B) stay arrangements and heritage tourism in havelis and kothis.
- Simulate Sham-e-Awadh experience offering cultural extravaganza from Awadh.
- Develop small tourist circuits around Lucknow including places like Dewa Sharif and Kakori.
- Introduction of Lucknow Metro Rail has eventually strengthened the tourism potential.

- Taking care of historical monuments and gardens of Lucknow.

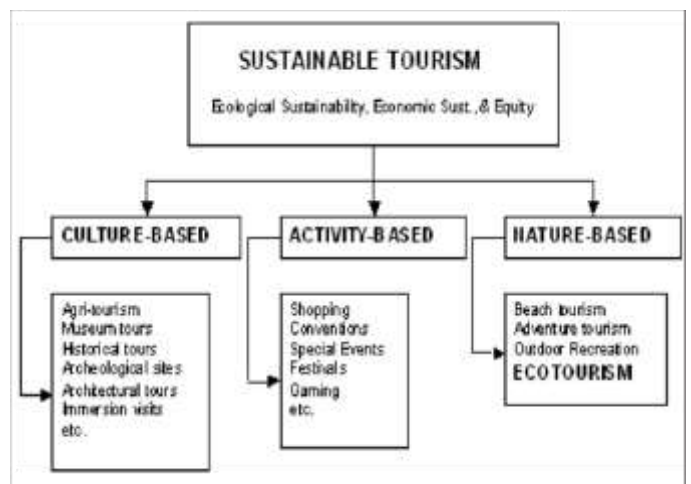
**IV. SWOT ANALYSIS**

Evaluation of the strengths, weaknesses, opportunities and threats of a tourist destination enables to reform the strategies for developing the fruitful plans. A destination SWOT analysis has been done based on an assessment of the various sectors of the town.

Lucknow is a city that gets a large number of tourists. The average floating population during peak season is more than twice of its actual population. On one hand it wants to invite more people to visit because it is the source of direct and indirect revenue and on other hand due to a huge mass of visitors during festivals, it is suffering from inconveniences.

City has major and local roads. Both local people and tourists are using major road. The traffic pressure on major road is on the higher side which is needed to be regulated. Driving sense and on-street parking are the areas of concern that lead to chaos for the tourist. Tourism has two sides, one it could be the source of international amity, peace and understanding and the other side it could be a destroyer and corrupter of indigenous cultures, a source of ecological destruction, an assault of people's privacy, dignity and authenticity. While presenting a culture to tourists may help preserve the culture, it can also dilute or even destroy it. The point is to promote tourism in the region so that it would both give income and create respect for the local tradition and culture. There are three main parameters to access sustainable urban tourism. (1) Culture Based (2) Activity Based (3) Nature Based. For each of these parameters there are sets of indicators based on which issues or challenges can be dealt in order to resolve them.

**V. PARAMETERS OF SUSTAINABLE TOURISM**



**Strength**

- Can attract both domestic as well as foreigner tourists.
- Many significant tourist attractions as palaces, pilgrimages and natural beauty.

- Rich heritage and culture, which are reflected in buildings.
- City has a collection of heritage buildings and monuments.
- Has strong traditional art and craft, authentic food and clothing.
- Can create huge demand for its craft and art production
- Lucknow can act as a base pilgrimage center for Uttar Pradesh as it is very close to Dewa Sharif and Ayodhya.
- Good connectivity with state capital and commercial capital of the state which provides tremendous potential for growth.
- Easy accessibility to the city by rail, road and air transport.
- Entire areas are well connected by the upcoming 'Kisan Path'

#### Weakness

- Lack of solid waste management leading to indiscriminate dumping of garbage and land pollution.
- Lack of drainage network.
- Pressure on roads due to encroachment and vehicular movement.
- Lack of parking spaces.
- Lack of traffic and parking sense.
- Unsystematic growth of the town.
- High population density at the core.
- Unauthorized development in the important areas of the city.
- Overcrowding of businesses.
- Lack of maintenance of heritage sites.
- Lack of comprehensive database of heritage sites.
- Rapid deterioration of heritage buildings.
- Pollution of Gomti River.
- Contamination of ground water.
- Civic sense missing can be observed like people spitting on roads or littering.

#### Opportunities

- The town attracts many potential developers due to its location advantage.
- Easy access to the capital of India, it can serve as a good tourism service industry.
- Fine sites to conduct festivals in the city
- Place to organize cultural events
- It was found that domestic tourists visit the city more than international visitors.
- Appropriate measures would increase domestic tourist turnouts
- Capitalize on increased spending habits of domestic tourists.
- Perfect destination to study ancient history of Awadh.

#### Threats

- Crowded and unorganized streets around the tourist sites.
- Improper land management.
- On street parking due to inadequate parking space.
- Inadequate capacity of roads.
- Waste disposal to drain or on road side.
- Waste spillage during waste transportation.
- Lack of awareness of hygiene practices.
- Lack of efficient marketing of the city when compared to other prominent cities in India.

#### Environmental Issues

Lucknow is facing a major issue pertaining to the ecology. Increase in the tourist footfall has deteriorated the environment and ecosystem of the town. To resolve this problem Environmental Assessment Impact shall be carried out for preserving the environment and reducing the degradation of valuable resources.

#### Socio- Cultural Issues

Lucknow is famous for its rich culture, customs and traditions. However, amalgamation of foreign culture can be witnessed which is an alarming situation to prevent the socio-cultural ethics of the town. Tourism is an interface for cultural exchange, facilitating the interaction between communities and visitors domestic and international. Lucknow is a place rich in heritage and culture. However with the increase in population has made the core area dense, this has resulted in issues of garbage disposal, unauthorized developments.

#### Economic Issues

Tourism generates the revenue directly or indirectly and benefits the entrepreneur and those units that are linked with it. However there are related issues like price hike, loss of indigenous art and damage to the community life of people. Many new challenges develops due to lack of good governance, management principles and strategic planning.

## VI. CONCLUSION

This research paper represents the enhancement in the urban tourism. Moreover, it highlights on the aspect of sustainable tourism. It can be concluded that urban tourism has tremendously enlarged the financial potency of the city and benefited by providing the ample of employment opportunities. Development here needs to be streamlined through sustainable and responsible tourism initiatives. The study of Lucknow significantly shows the co-relation between the human system, natural system and economic system. After introspection it can be said that sustainable tourism is the prime responsibility of each and every individual of the city, merely it is not only the responsibility of the Government agencies or the units that are directly

involved into it like tourist guides, tour operators, travel consultants etc.

## VII. RECOMMENDATIONS

### • Efficient Tourism Expansion Plan for Lucknow

Tourism expansion strategy should be completely incorporated with regional land-use and development plans; they should pay particular attention to environmental considerations, especially with respect to the quality of air, water, soil conservation, the protection of natural and cultural heritage and the quality of life in its human settlements.

### • Educations and Awareness

All components of the tourism at Lucknow (host communities, tourists, travel agents, tourism operators, developers, owners and local planning authorities) need to educate themselves on the mechanisms and benefits of an environmental point of view. Government agencies and local University should share the accountability for developing and providing the essential information through structured and semi-structured programs.

### • Proactive Planning

Adequate ecological measures at all stages of planning should be defined and executed. Meticulous awareness should be paid to peak demand during a variety of festivals all over the year.

### • Preventive and Corrective Measures

Investment on corrective measures like waste collection, garbage disposal, etc. should be raised.

### • Tourism Demand Management

Major incentive actions should be taken in both the public and the private sectors to spread tourism demand over time and space in order to use accommodation and other tourism facilities efficiently.

### • Government support

A strong and focused vision, firm commitment from Government and a policy for sustainable development of Lucknow are needed.

### • Involvement of Local Communities

Local communities must be involved in giving views and ideas that would certainly help in making a sustainable tourism plan.

### • Environmental Impact Assessment

EIA should be undertaken of all tourism connected activities. Alternative sites in near surrounding areas of Lucknow for development should be considered, taking into account local constraints and the limits of environmental carrying capacity. This capacity includes

physical, ecological, social, cultural and psychological factors.

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