

Tourists Inflows Effects In Top Five Tourist Places of UPTDC during Covid Pandemic

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Abstract

The consequences of COVID pandemic was very danger and sloped down word the inflows of tourists domestic as well as foreign. U.P.T.D.C. situated in the northern part of India bordering with the capital of India New Delhi. Tourism is outlined as a travel for pleasure or business to boot the concept and observe travelling. The tourists can contribute to increase the efficiency of production and distribution of tourism services it is fully depended on the number of tourists at tourism places. The U.P.T.D.C. is the most popular and established tourist distribution for both Indian and foreigners, it contains many historical movements and places of religious significance, geographically, due to COVID pandemic the industry suffer a lot and inflows of tourists sloped downward from 2020-21. This paper expresses the impact of COVID-19 (Coronavirus) crises on the tourists in Uttarpradesh Tourism Development Corporation and also discussed the Government data relating to the various destinations in Uttar Pradesh. The COVID-19 had significant impact on all across the globe and the tourists had canceled their plan for tourism, Uttar Pradesh is third position of tourism sector in India. To boost the economy of Uttarpradesh the Government should take some remedial measure; policies, incentives etc. are the suggestive part of this paper.

Keynotes: Tourism, destination, handicraft movements, Hinduism COVID-19 etc.

Introduction

India has been identified as secret tourism destination in all over the world, domestic and foreign tourists attract towards tourism for lord Rama, lord Krishna and lord shiva and so many historical monuments, reminiscences are lied from our patrons which indicates the past civilization and culture, The study consisted with five regional tourists places of Uttar Pradesh, they are Agra, Lucknow, Prayagraj, Varanasi & Ayodhya. These tourists' places are famous for Hindu culture, movements, patriotism and their history in India. By way of new innovations and rising tourists footfalls which is being witnessed in the recent time, in order to maintain that momentum, Govt. of India has taken up many ambitious scheme keeping in the mind the local level need and engagement for promoting the tourist industries in response to the different scheme announced by the government of India has taken few initiatives for tourism infrastructure by the way so many tourists from India and outside India attracted to the U.P.T.D.C. The recent completed project of ministry

of tourism are (1) Tourism Development of Buddha Theme Park at Sarnath (2) Tourism Development of Sarang Nath Kund at Sarnath (3) Development of Ghat at Markandey Mahadev Vanaras (4) Development of Kashi Vishwanath Temple Corridor (5) Development of Gurudham Temple, Varanasi. There are so many development project in Vanaras, Mathura, Ayodhya, Sravasthi, Agra are under process, during the last five years. The number of tourists increased from India and outside India. The state tourism development is also working on recently sanctioned projects under Swadesh Darshan Scheme of the Ministry of Tourism (1) Tourism Development of Shringverpur, Prayagraj (2) Tourism Development of Chitrakoot (3) Tourism Development of Shravasti (4) Tourism Development of Kapilvastu (5) Tourism Development of Kushinagar, Uttar Pradesh is known as the "heart of India". To boost the tourism in the state for within the country and other part of the world. The government of Uttar Pradesh established on "Uttar Pradesh Heritage Area" covering the cities of Agra, Lucknow and Varanasi, Hindu religious

sites- Prayagraj, Varanasi, Mathura, Gorakhpur, Ayodhya, Buddhist religious sites- Sarnath, Kushinagar, Kaushambhi, Shravasti. Jain religious sites- Varanasi, Sarnath, Badagoan, Bundelkhand etc.

Wild life- Dudhwa National Park (Lakhimpur Khiri), Pilibhit, Safari Park (Etawah). Tourism places are spreaded a very long distances in every districts of Uttar Pradesh and so many tourists visited the place for Darsan in temples. Uttar Pradesh is Holliest place in the world where Lord Ram and Lord Krishna took birth, his foot prints are available in every corner of Uttar Pradesh During the COVID pandemic period the tourists were packed in their houses, due to the government order of LOCKDOWN therefore the industry had to suffer a lot in comparison of previous so many years. On January 30, 2020 the World Health Organization designated the COVID-19 outbreak a "Public Health Emergency of International Concern".

Objects of Study

The study covers five tourists' places in Uttar Pradesh, number of tourists visited during five year of study has been considered. Trend analysis of tourists is estimated on the basis of sources of data of tourists in India and outside India. In spite of different tourist places situated in districts, flows of tourists also considered. Tourists visit different places which are famous for their movement's cultures, articles, food stuff, mahotsava clothing's etc. These flows of tourists summed up as a total flow in the district or area wise. The total number of tourist's inflows is raw data for the study. What efforts are being made by the government of Uttar Pradesh should adopt to increase the number of tourists in these states. Following tourists places are the base of this study-

- (1) Tourism Development of Varanasi
- (2) Tourism Development of Ayodhya
- (3) Tourism Development of Prayagraj
- (4) Tourism Development of Lucknow Region
- (5) Tourism Development of Agra
- (6) Total of Uttar Pradesh Tourism Development Corporation

Analysis of All Tourism Regions

India's travel and tourism sector ranks 7th in the world and its contribution to G.D.P. is approximately USD 16.5 trillion dollar approx. 6.1% of India's GDP in 2020 but does not catch the figure of 9.6% which was upto 2016-2018 due to COVID 19. UPTDC is the fastest growing industry in India. The C.M. of Uttar Pradesh Sri Yogi Adityanath Maharaj Ji is making efforts for U.P.T.D.C. in worldwide first rank; so many efforts are being taken

to develop the culture and Heritage of India in Ayodhya, Mathura, Varanasi, Chitrakoot, Vindhyachal, Agra, Shravasti, etc. The U.P.T.D.C. attracts the number of tourists from India and outside India. The total revenue of UPTDC is depending on the flow of tourists. The policy of flowing tourists towards UPTDC is the main material factor of UPTDC. This is dynamic and long term approach to achieve the growth potential of tourists and tourism sector in the state. The material facts of flow of tourists are large scale investment support through efficient management and private participation. This policy will help the government of Uttar Pradesh to establish a perfect synergy and supporting strategy. Area wise data of tourists visit on major historical places/memorials of UPTDC has been taken from U.P.T.D.C. annual reports. Every major tourist's places (Regional office) consisted with some historical places/ movements. They are as follows:-

1. **Agra Regional Office:-** Taj Mahal, Agra Fort, Fatehpur Sikri, Sikandra, Etmad-ud-Doula, Mehtab Bagh, Mariam Tomb, Ram Bagh, Government Museum Mathura, Govt. of Jain Museum Mathura etc.
2. **Lucknow Regional Office:-** (a) Bada Imambara/ Chota Imambara/ Picture Gallery Shahnajaf Imambara. (b) Residency (c) Zoo Lucknow (d) Museum (e) Indira Gandhi Planetarium Lucknow (f) Baudh-vihar Shanti Upwan (g) Manyawar Sri Kanshi Ram Ji Green (Eco) Garden, Lucknow (h) Manyawar Sri Kanshi Ramji Smarak Sthal (i) Dr. Bhim Rao Ambedkar Samajik Parivartan Sthal (j) External area of Gomti Nagar Lucknow.
3. **Prayagraj (Regional Office)**
 - Swaraj Bhawan Memorial, Prayagraj
 - Anand Bhawan
 - Prayagraj Museum
 - Jawahar Planetarium
 - Ganga Gallery
 - State Garden (Chandra Shekhar Azad Park)
4. **Varanasi (Regional Office)**
 - A.S.I. Museum Sarnath
 - A.S.I. Excavated area and Dharmekh Stupa Sarnath
 - Chunar Fort
 - Sri Sita Samhit Sthal Trust, Bhadohi
 - Ram Nagar Fort Varanasi
 - Kashi Vishwanath
 - Ganga Ghat
5. **Ayodhya Region**
 - Ayodhya
 - Shrawasti

Results and Discussion

The statistical data relating to the tourists in India and outside India who visited various places in five regional offices. The number of tourist has been calculated for the purpose of result and analysis.

Interpretation

In this table A we tried to calculated trend analysis from previous year to the current year of five years tourists flow in Agra region under U.P.T.D.C. The trend of total tourists have been shown in histogram of table A. The percentage of foreign tourists were sloping from 2019 and was negative and negative trend was continued from 2019- 2021 but it increased more than expectation in 2022 that was 1127.04% from previous year.

Taj Mahal is most favorite tourist place of Domestic and foreign tourists in Agra region. This is a very beautiful monument built on the bank of Yamuna river which has always been a center of attraction for tourists but this too could not escape being affected during corona period .corona affected the number of tourists coming here.

Interpretation

In table -2 there was minus trend in 2018 afterword positive and increasing trend an all years it means there was not major impact of COVID-19 in Lucknow region. The histogram and diagram presented the trend in upword sloping.

Lucknow has always been famous for its culture and cultural heritage. Bhulbhulaiya has been always been a center of attraction for visitors to Lucknow. In 2021 the maximum impact was seen in the number of visitors to Lucknow. Covid 19 reduced number of people coming here by more than half.

Interpretation

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Prayagraj is one of the oldest cities in India which is situated at the confluence of three rivers- Ganga, Yamuna and the Saraswati. It is known as 'Tirthraj' in ancient texts and is considered to be the holiest pilgrimage site in India .Many kumbh melas have been organized successfully in Prayagraj. Magh mela a smaller form of kumbh mela, organize every year in Prayagraj. After the successful kumbh mela of 2019 it becomes a challenge for us that how to organize magh mela during COVID 19 and we also got to see its effect during pandemic.

Interpretation

In Table-4 The Varanasi Region, the trend of inflows of tourists were in negative recorded in 2019 and 2021 due to COVID-19 but in all Other years it was satisfactory as per record.

Banaras or varanasi (Kashi) is prominence in hindu mythology one of the oldest living cities in the world which is virtually unrevealed.

Banaras is older than history, older than tradition, older even than legend said by Mark Twain. This is the land of ultimate pilgrimage spot of Hindu who believes to die on the land of Kashi will be graced by lord Shiva who is God of Gods. More than millions of tourists, devotees from India as well as outside India come to this holy place during the COVID pandemic the ratio of tourist's arrival was affected.

Interpretation

In Ayodhya region the inflows of tourists were recorded in positive trend and over all there were not major impact in this region due to the great efforts of Sri Yogi ji the C.M of Uttar Pradesh. The foreign tourists were highly disordered in 2020 and 2021 but after that in 2022 it hiked almost 4774.19 times from previous year. The trends have been shown with the help of histogram and diagram etc.

As per Hindu religion the history is divided into different Yugas namely they are known satyayug Tretayug, Dwaparyug and kaliyug. The ramayana or the birth of lord Rama belongs to Tretayug, from the ancient time.

Interpretation

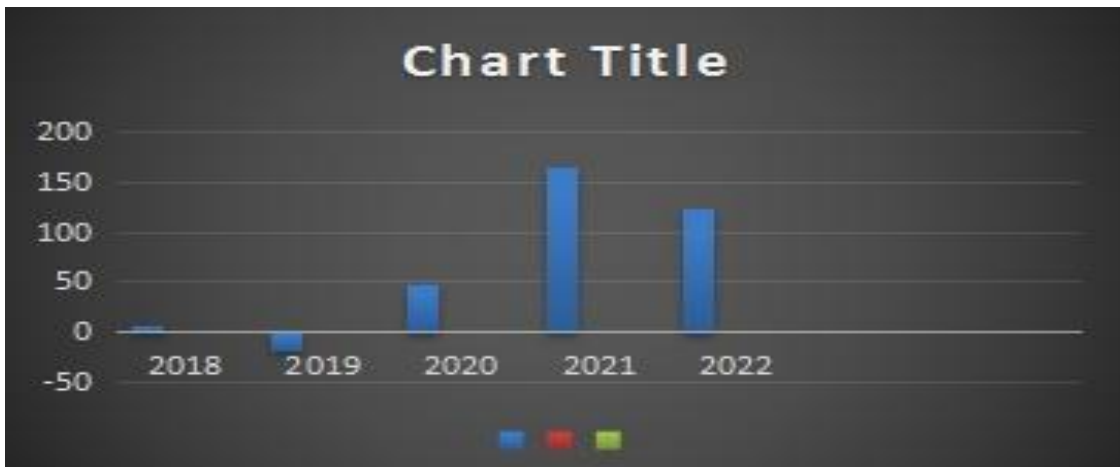
The trend of tourists in overall UPTDC were in increasing except 2020 and 2021 due to COVID-19 pandemic , the inflows of foreign tourists were effected badly after 2019 but it was recovered very fast in 2022 which is plotted in different charts.

Conclusions and Suggestions

Table 1, 2, 3, 4, 5 and 6 explains the flow of tourists from India and outside India of last five years from 2018-2022. The trend analysis has been calculated by taking base of previous year's inflows of tourists, increase or decrease trend in different years. The trend analysis has been plotted in histogram and graph in every table. The study is based on tourists fluctuation during the COVID-19 UPTDC is the most popular and the established tourist distribution in India. It is the holiest city for Hinduism.

Table-1: Agra Regional

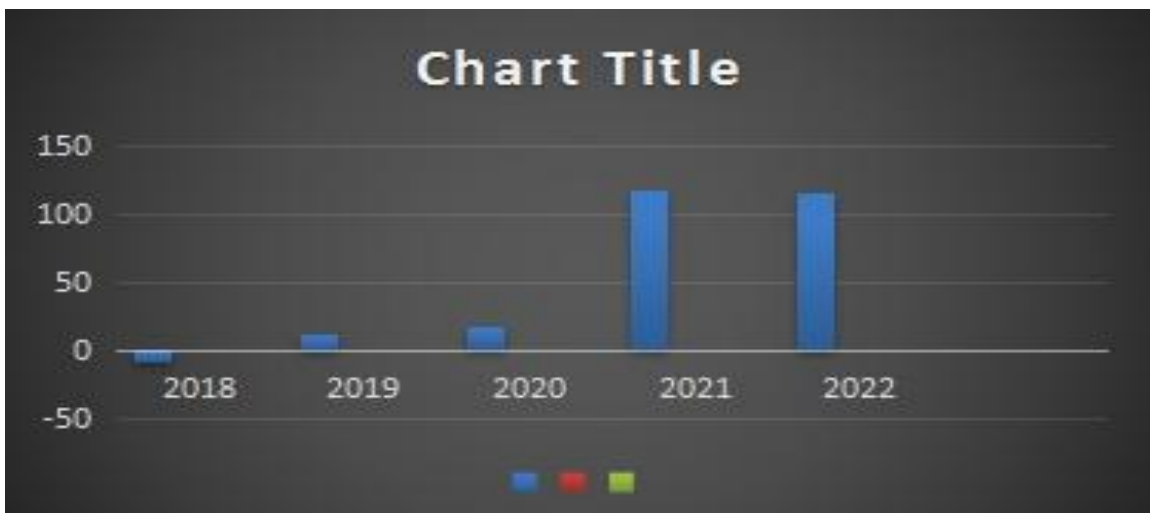
| Years | Indian tourists | Foreign tourists | Total tourists | Trend Mini. % | | |
|-------|-----------------|------------------|----------------|---------------|---------|---------|
| | | | | Indian | Foreign | Total |
| 2018 | 9116298 | 1788494 | 10904792 | 2.80 | 3.72 | 6.52 |
| 2019 | 7846357 | 1698970 | 9545327 | (13.93) | (5) | (18.93) |
| 2020 | 13482722 | 516058 | 13998780 | 71.83 | (69.62) | 46.65 |
| 2021 | 37133150 | 37306 | 37170456 | 175.41 | (92.77) | 165.53 |
| 2022 | 82355465 | 495066 | 82850531 | 121.78 | 1227.04 | 122.89 |



Source- Annual Report (Total tourists in Agra region)

Table-2: Lucknow Region

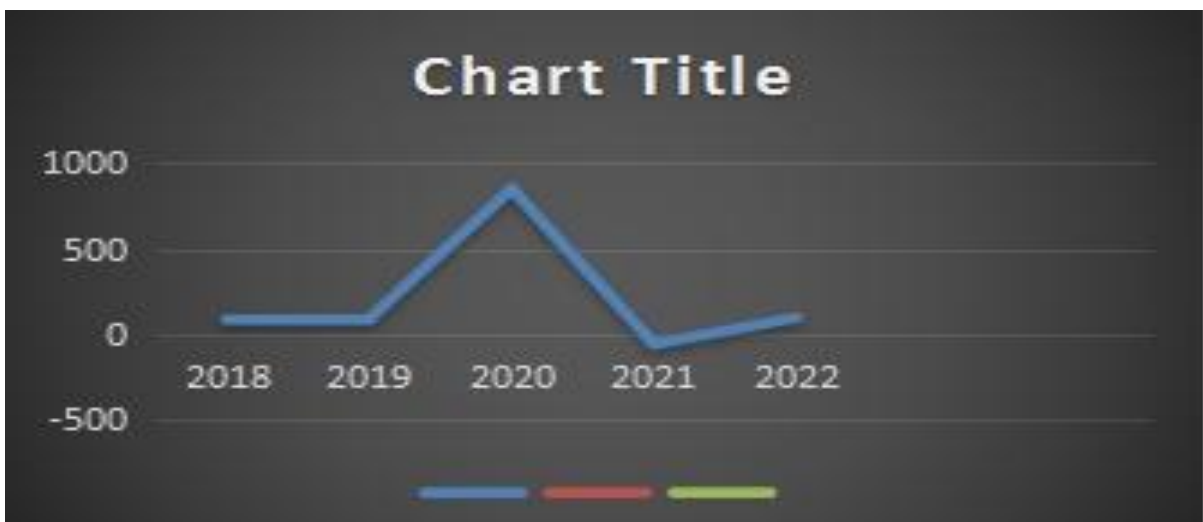
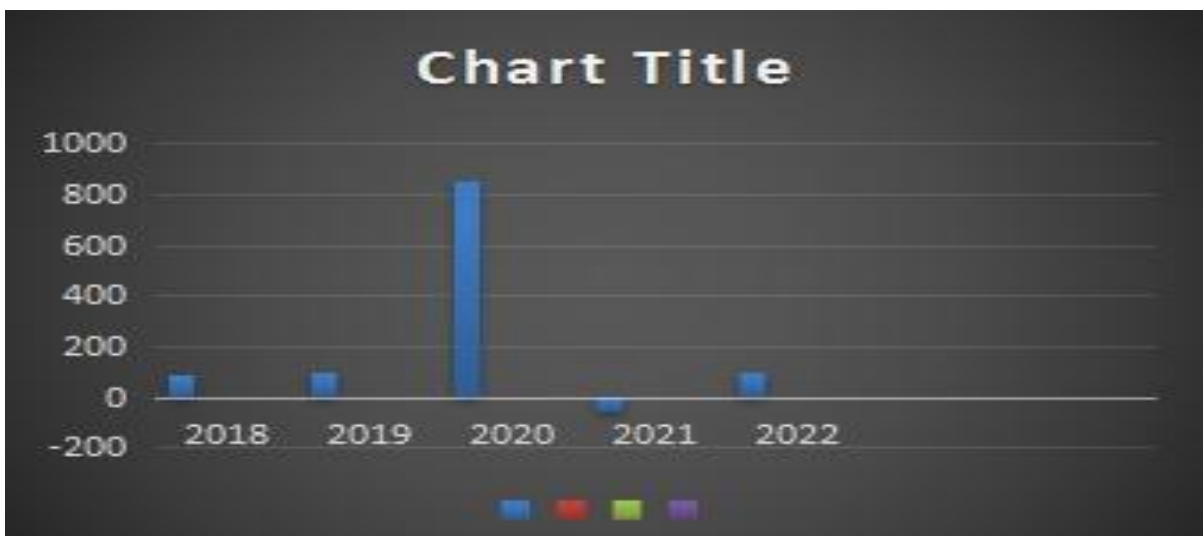
| Years | Indian tourists | Foreign tourists | Total tourists | Trend Mini. % | | |
|-------|-----------------|------------------|----------------|---------------|---------|---------|
| | | | | Indian | Foreign | Total |
| 2018 | 3877344 | 8554 | 3885898 | -3.81 | (-4.29) | (-8.16) |
| 2019 | 4222354 | 8874 | 4231228 | 8.89 | 3.74 | 12.63 |
| 2020 | 4977528 | 27614 | 5005142 | 17.89 | 211.17 | 18.29 |
| 2021 | 10916240 | 1100 | 10917340 | 119.31 | (96.01) | 118.12 |
| 2022 | 23522402 | 7275 | 23529677 | 115.48 | 561.36 | 115.52 |



Source- Annual Report, (Total tourists trend of Lucknow region)

Table-3: Prayagraj Region

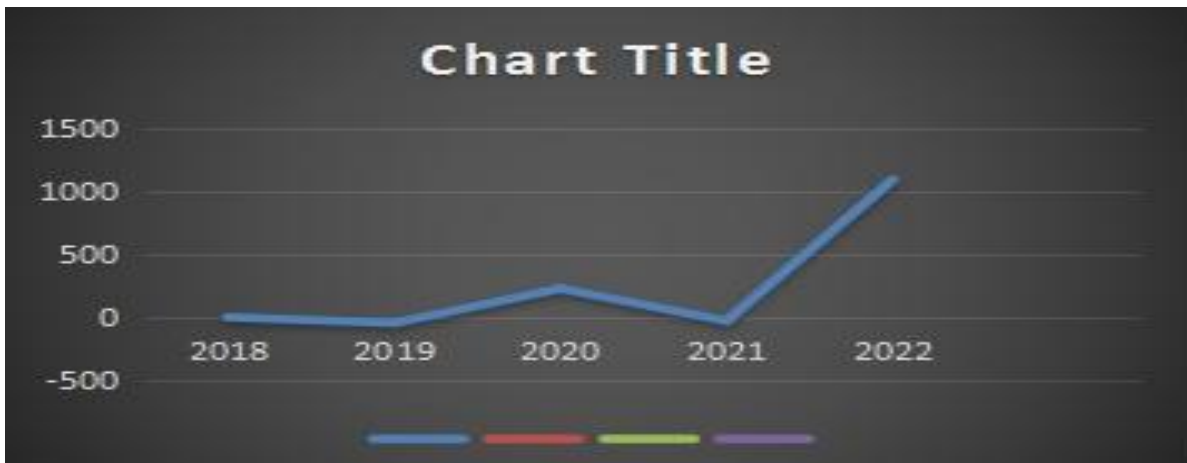
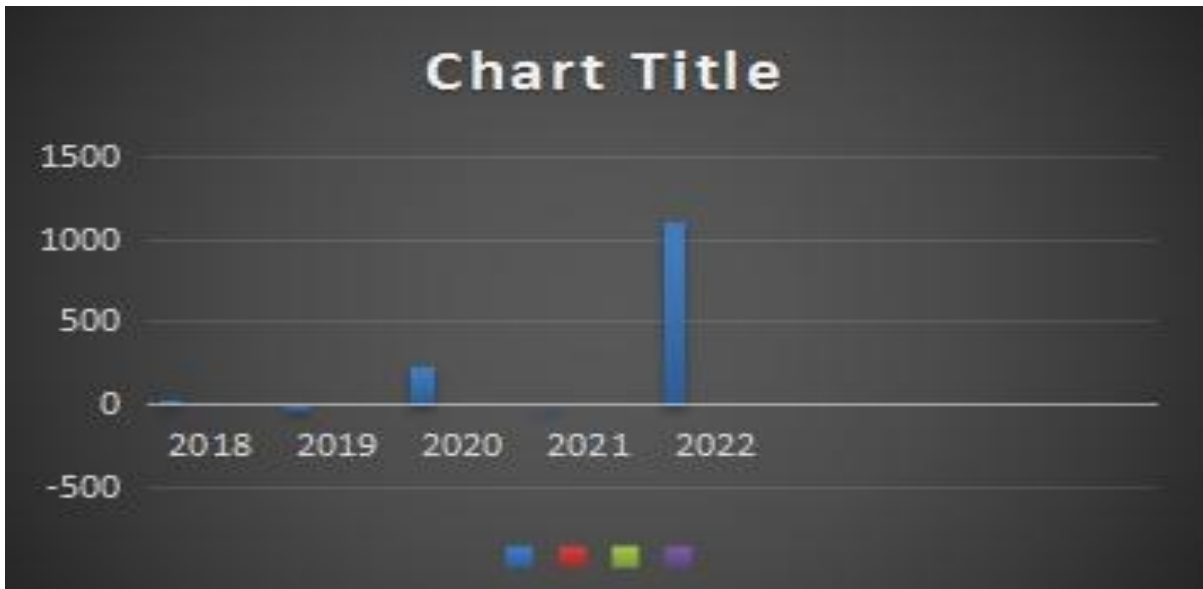
| Years | Indian tourists | Foreign tourists | Total tourists | Percentage Trend | | |
|-------|-----------------|------------------|----------------|------------------|---------|---------|
| | | | | Indian | Foreign | Total |
| 2018 | 3375712 | 3197 | 3378909 | -.52 | 86.84 | 86.32 |
| 2019 | 3528856 | 6033 | 3534889 | 4.53 | 88.70 | 93.23 |
| 2020 | 33546407 | 72317 | 33618724 | 850.63 | 1098.69 | 851.05 |
| 2021 | 14492535 | 296 | 14492831 | (56.80) | (99.59) | (56.89) |
| 2022 | 28717284 | 2015 | 28719299 | 98.15 | 58.07 | 98.16 |



Source- Annual Report, (Total Trend of Prayagraj region)

Table-4: Varanasi Region

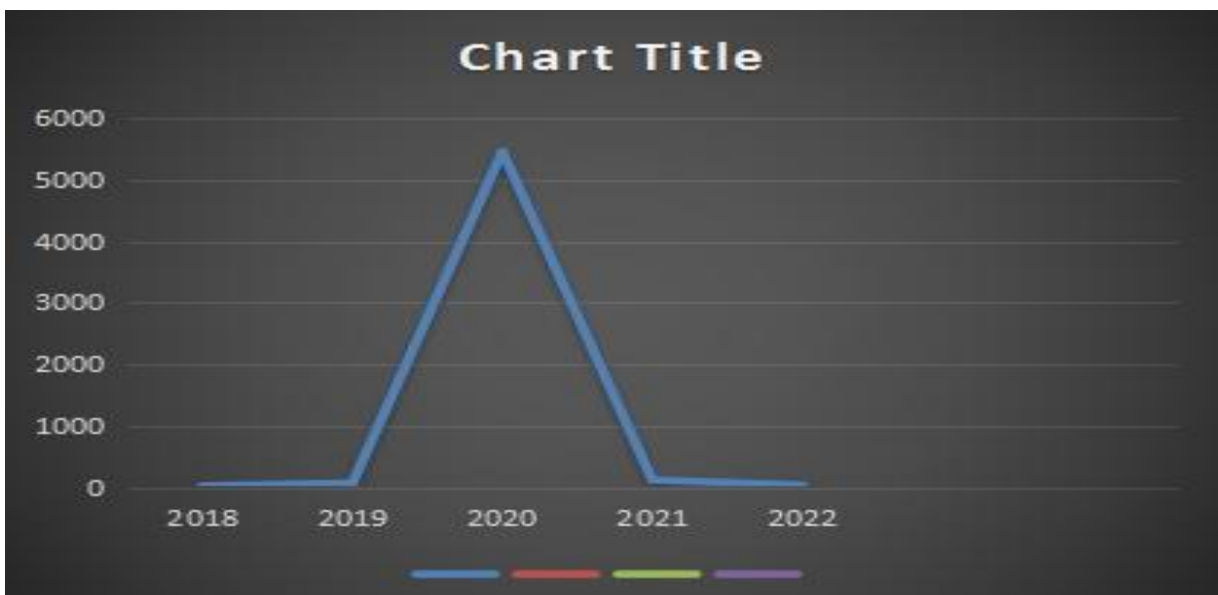
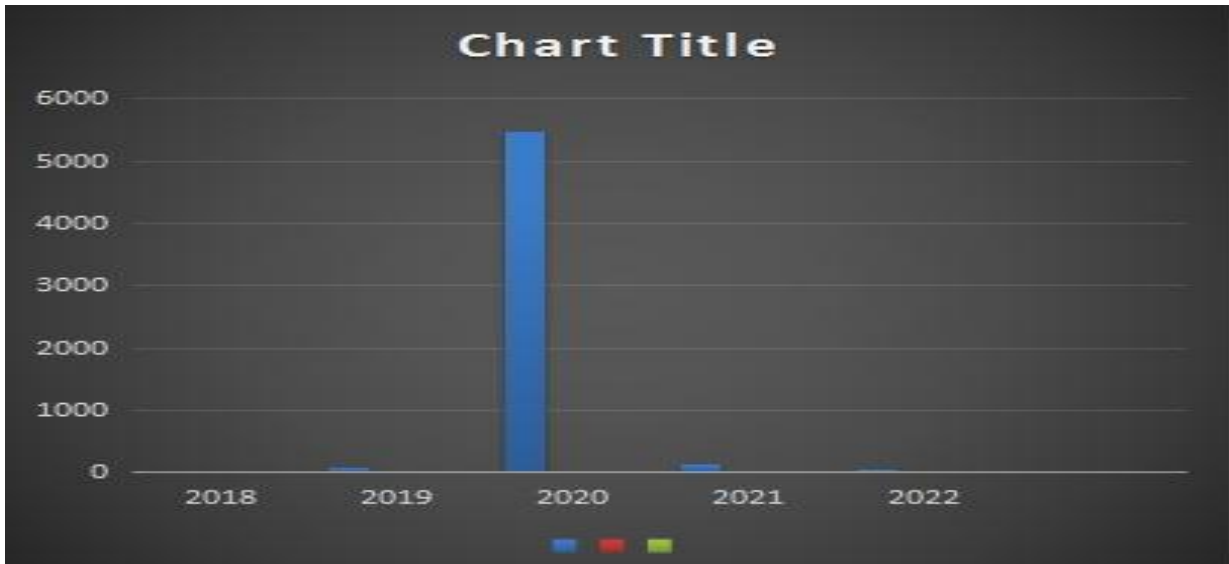
| Years | Indian tourists | Foreign tourists | Total tourists | Percentage Trend | | |
|-------|-----------------|------------------|----------------|------------------|---------|---------|
| | | | | Indian | Foreign | Total |
| 2018 | 2500649 | 416671 | 2917320 | 2.73 | 3.84 | 6.57 |
| 2019 | 2388714 | 272058 | 2660772 | -4.47 | -34.70 | -39.17 |
| 2020 | 8705623 | 187616 | 8893239 | 264.44 | -31.03 | 234.23 |
| 2021 | 6881192 | 2892 | 6884084 | -20.95 | -98.46 | -22.59 |
| 2022 | 82450713 | 89735 | 82540448 | 118.80 | 3002.28 | 1099.00 |



Source- Annual Report, (Total Trend of Varanasi)

Table-5: Ayodhya Region

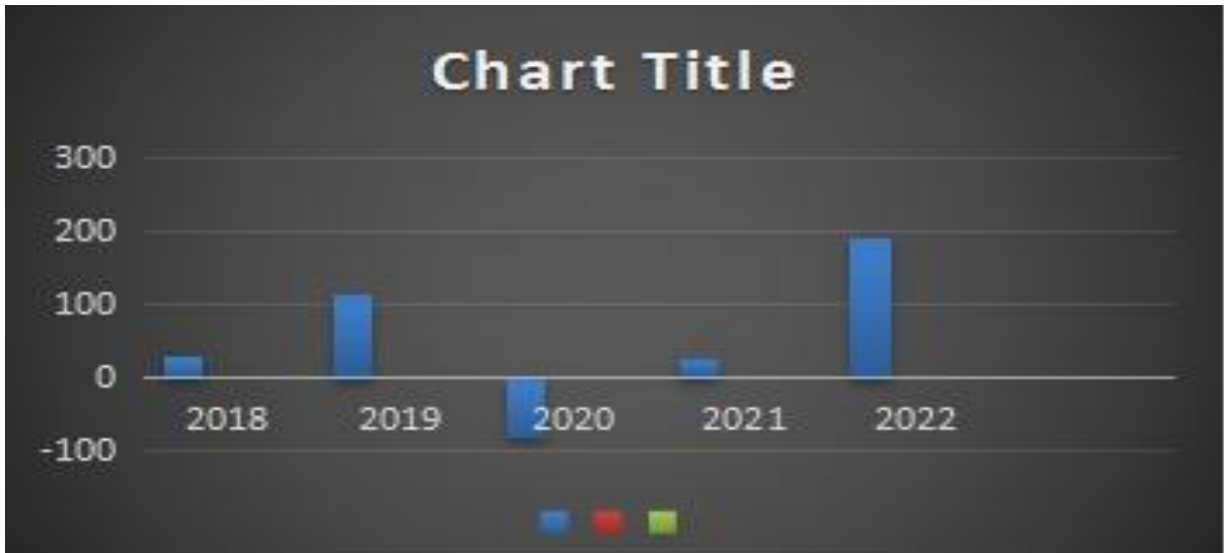
| Years | Indian tourists | Foreign tourists | Total tourists | Percentage Trend | | |
|-------|-----------------|------------------|----------------|------------------|---------|---------|
| | | | | Indian | Foreign | Total |
| 2018 | 48919 | 96523 | 145442 | 20.82 | 5.96 | 26.78 |
| 2019 | 54788 | 103279 | 158067 | 11.99 | 60.99 | 72.98 |
| 2020 | 8778855 | 10053 | 8788908 | 15923.31 | (90.36) | 5460.24 |
| 2021 | 19497185 | 31 | 19497216 | 122.09 | (99.69) | 121.83 |
| 2022 | 26817117 | 1511 | 26818628 | 37.54 | 4774.19 | 37.55 |



Source- Annual Report, (Total Trend of Ayodhya Region)

Table-6: Total UPTDC

| Years | Indian tourists | Foreign tourists | Total tourists | Percentage Trend | | |
|-------|-----------------|------------------|----------------|------------------|---------|---------|
| | | | | Indian | Foreign | Total |
| 2018 | 285079848 | 3780752 | 288860600 | 21.84 | 6.31 | 28.15 |
| 2019 | 535855162 | 4745181 | 540600343 | 87.96 | 25.50 | 113.46 |
| 2020 | 86122293 | 890892 | 87013185 | (83.92) | (81.22) | (83.90) |
| 2021 | 109708435 | 44737 | 109753172 | 27.38 | (94.98) | 26.13 |
| 2022 | 317913587 | 648986 | 318562573 | 189.78 | 1350.66 | 190.25 |



Source- Annual Report, (Total Trend of UPTDC)

The important city Ayodhya, Mathura, Kashi, Varanas, Chitrakoot, Vindhyachal, Etawah, Sravasti, Bahrich, Balrampur, Kushinagar, Gorakhpur, Devria almost all cities of Uttar Pradesh having foot print of Lord Ram, Lord Krishna, Lord Shiv, Goddess Sita Mata, Luxmi Mata, Vindhyavashini Devi, Lord Buddha, Mahavir, Great Saint, Great Monk etc. U.P.T.D.C going to launch "Swadesh Darshan Scheme" for some cities like Prayagraj, Chitrakoot, Sravasti, Kapilvastu, Kushinagar etc., various projects under "Prasad Scheme" are also under progress, many projects have been completed by U.P.T.D.C., Ayodhya is going to be the center point of UPTDC therefore infrastructure in Ayodhya is developing very fast so many Mahotsava, Mela, etc. being organized by the U.P. Govt. to make it famous in all over the world.

We have selected five regions of U.P.T.D.C. and total of U.P.T.D.C. to compare the inflows of tourists from India and outside India. Almost all regions of UPTDC decreased due to COVID-PANDEMIC. The corporation is generating revenue from the tourist's inflows therefore satisfactory inflows are to be maintained by the Govt. All tourists are not devotees so other entertainment facilities need to be developed everywhere in different tourism regions some tourists

regions to U.P.T.D.C. are in fact famous for other than religious parameter like Etawah Safari Park, Dudhwa National Park, Lakhimpur Khiri, Pilibhit, Jhansi, Lucknow etc. The tourists of India visit these places and contribute to the revenue of U.P.T.D.C. These places are needed to be developed. The material facts of flow of tourists in large scale investment support through efficient management and private participation. This policy will help the govt. to establish perfect synergy and supporting strategy. The slogan of UPTDC is "U.P. Nahi dekha to India Nahi Dekha". The corporation developing tourism infrastructure, investment and employment, brand U.P., Religious and spiritual tourism. Theme based tourism, sustainable tourism & community growth cultural tourism, vedic mini city tourism, Agri tourism, craft handloom and textile tourism, weekend tourism, water and cruise tourism, rural tourism, sports tourism, etc. The department would undertake the projects through PPP (Public private partnership) mode (a) Smart ticketing system (b) sound and light show/lesser show projects (c) city center observatory (d) Digital museum (e) Rope way projects etc. conclusively can be said if all developing projects would be developed the trend will never be stopped downward.

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