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## UTTAR PRADESH TOURISM “NEW AVENUE”

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### ABSTRACT

Tourism is defined as the activities of personal travelling to and staying in place outside their usual environment for not more than one consecutive year for leisure, business, and other purposes. India is a tourism ecofriendly country which is famous for its beauty, culture and historical heritage. Tourism in India is growing day by day due to foreign tourist arrivals and greater number of Indians travelling to other state for the purpose of business, fun, and leisure time etc. increase in tourism sector in the last few years has resulted in the growth of Indian economy, tourism industry provide several benefits to the country such as employment, income, and foreign exchange it also has benefited other industries of the country such as handicrafts, construction, agriculture etc. As the tourism sector is growing with a rapid speed in India and help in the growth of GDP it also faces lots of challenges in developing new and better ideas in order to promote tourism in the country. There are several things which should be taken into consideration such as safety of tourists, better marketing strategies should be made, and skilled man power and trained tourist guide should be there, proper hospitality facilities especially during festival seasons. This paper helps in finding the issue and opportunities of Uttar Pradesh tourism sector that help in overcome domestic and international barriers in developing tourism services.

**Key Words:** Leisure, Uttar Pradesh, Tourism, Economic, GDP



## **TOURISM**

As tourism is termed as a very big industry, like other industry it also sells its product to the potential tourist. But there is a big difference in the tourism product and other products. As tourism is termed as a smokeless industry and unlike other product it has not its own entity or a single item but it is the combination of different products, services and attractions. India has various tourist destinations which attract tourist from all over the world towards itself. People have different taste and thinking India offer tourist attraction place to all types of people weather they are adventurous, cultural, exploration, pilgrimage, or medical tourist. India a great tourist destination is rich in cultures and festivals, famous for its great historical sites and royal cities, different religions and different kinds of people with different languages many mountains like great Himalayan Mountain surrounded by three seas.

Tourism means the activity of visitors taking a trip to a main destination outside their usual environment, for less than a year, for any main purpose, including business, leisure or other personal purpose, other than to be employed by a resident entity in the place visited.

According to the origin and destination of visitor's three types of tourism can be distinguished

- (1) Domestic tourism-means visits within a country by visitors who are resident of that
- (2) Country. Inbound tourism means visit to a country by visitors who are not resident of that
- (3) Country. Outbound tourism means visit by resident of a country outside that country.

### **HISTORY OF TOURISM IN INDIA**

Tourism in India was started during 401 and 410 AD when a famous Chinese Pilgrim FaHien travelled to India without a passport but after that according to Kautilya's Arthashastra a passport or mudra became essential for tourist. Vasco-do-Gama a famous Portuguese explorer when discovered a sea route to India then many people started coming to India by that sea route and tourism in India has increased. Tourism activities gained momentum in the 80's when government has taken several steps in order to increase tourism in India. In 1982 A National Committee on Tourism was announced after that in 1988 this National Committee on Tourism has made several plans in order to provide sustainable growth in Tourism, National action plan was prepared in 1992 National strategy for promotion of Tourism was drafted in 1996 and in 1997 the new Tourism policy was set in which the role of central and state Government was recognized. During 19<sup>th</sup> century Britishers had set an Archaeological Survey in India taking into consideration art and culture as an integral part of the century's heritage. In Sanskrit literature the famous saying "Athithi Devo Bhava" means the "guest is truly god" describe about the hospitality in India.

### **TOURISM PRODUCT IN INDIA**

- **Sports Tourism**

In a broad sense, sports tourism is any traveling that is done to participate in a sporting event including just watching. As long as a sport (soccer, baseball, golf, football, cricket, competitive knitting, etc.) is the primary reason for one's travels, it can be considered sports tourism.



Breaking it down even further, sports tourism can be separated into two distinct fields: sports participation travel and sports spectatorial travel, according to tourism.gov. Below we'll discuss what that means, and identify examples of each.

- **Shopping Tourism**

Shopping as a tourism motivator Shopping has become a motive to travel and is a major tourist activity. Visitors are increasingly choosing shopping as a way to experience local culture through an engagement with local product and local crafts people, and some destination provide special tourist shopping activities for tourist to shop for goods. These types of tourism include shopping therefore virtually all destination offers this product.

- **Rural Tourism**

According to a Ministry of Tourism policy paper,“ Any form of tourism that showcases rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience, can be termed as rural tourism.”

In the development of rural tourism such as development of craft, handlooms, art and culture, heritage sites etc. ministry of tourism had worked hard in order to boost rural tourism in India.

- **Social Tourism**

Social tourism “refers to programs, events, and activities that enable all population groups – and particularly youth, families, retirees, individuals with modest incomes, and individuals with restricted physical capacity – to enjoy tourism, while also attending to the quality of relations between visitors and host communities”. It also refers to measures taken by governments in various countries to encourage holiday travel – a right often won through struggle by labour, union, associations, and community groups.”

- **Business Tourism**

The tourism industry can be divided into leisure tourism and business tourism. ICCA uses the following definition for business tourism: "Business tourism is the provision of facilities and services to the millions of delegates who annually attend meetings, congresses, exhibitions, business events, incentive travel and corporate hospitality". Please note that as is the case for many terms in the meetings industry, there is not one commonly used definition.

- **Health Tourism**

Health tourism in India offer many kinds of alternative treatment from the ancient time. Health treatment is a type of alternative treatment which focuses mainly on the patient opinions, feelings and beliefs and with the help of natural products treatment is being done. It is because the treatment which is done is by the use of natural product it may take some time but the patient will get relief for longer period of time or even forever. The popular alternative



treatment or health treatment which is famous in India are Ayurveda therapy, Homeopathy, Yoga and Meditation therapy, Naturopathy.

- **Pilgrimage Tourism**

India is a country of various religions and culture there are mainly all religious people live in India such as Hindu, Muslim, Sikhs, Jain, Christian, and Buddhist and all religion people have religious place in India. The people from all over the world who belong to a particular religion wanted to visit this religious place at least for one time in their whole life. So Pilgrimage tourism refers to the visit of holy place which is situated in all over the world in order to get peace and prosperity in life. The main objective of pilgrimage tourism is to do darshan of the holy place of the religion to which they belong.

- **Eco-Tourism**

Today whole world is facing danger of being doomed. The forest and biological diversities are disappearing from the earth slowly and slowly due to deforestation, this has given rise to a new danger of Global warming and Greenhouse effect. The danger of Global warming and Greenhouse effect has awakened the world and human responsibilities towards nature have increased. This has given rise to new types of tourism called Eco-tourism, Eco-tourism is an approach to prevent nature and integrity of ecosystem, Eco-tourism is a program which is based on education of Nature based Ecological sustainable where local people are benefited it is a program to make aware to the local people about love and respect towards nature without damaging the nature in any form.

- **Incentive Tourism**

The incentive travel basically implies unforgettable and entertaining trips paid by employers, with the main purpose of encouraging employees to reach challenging business goals of the company by achieving individual and/or group goals.

One of the most quoted definitions is the one of the 'Society of Incentive Travel Excellence (SITE), being: "Incentive travel is a global management tool that uses an exceptional travel experience to motivate and/or recognize participants for increased levels of performance in support of organizational goals".

Incentive tourism is different from business tourism, Incentive tourism is that tourism where an employee of an organization is rewarded with some tickets or holiday package to spend some luxuries time with friends or family to some other country or state in order to achieve some target in the company or for his/her good behavior in the company. Incentive tourism help to motivate the employee of a organization to perform their work in a better way.

- **Wild life-Tourism**

India is blessed with nature's gift of different variety of wild life. India has different varieties of birds and animals which are preserved in different sanctuaries and national parks. Some of them



are Jim Corbett National Park, Uttarakhand, Kaziranga National Park, Assam, Bandhavgarh National Park, Madhya Pradesh, Bharatpur Bird Sanctuary, Sunderbans National Park, West Bengal. The growth of wild life tourism in India is because of exotic range of flora and fauna, there are mainly 350 varieties of reptiles, 2100 types of birds, 400 plus sanctuaries, 350 varieties of mammals and 99 national parks all over the country.

It is beyond expectation of any one to see so many varieties of animals and birds in a country, when people goes to other country or state in order to experience and enjoy the huge varieties of animals and birds from their residential place this is termed as wild life-tourism

- **Heritage Tourism**

India is known for its historical and cultural heritage. History of India tells about the heritage, temple, fort and monuments and palaces of India which are situated all over the country. The heritage sites and monuments tells their story of courage, sacrifice, joy and sorrow. UNESCO has taken many steps in order to prevent these historical sites and monuments of India so that they can be preserved and new generation can see and know about their history, there are so many historical places and sites in India that one cannot imagine to see them all in one tour therefore people from all over the world come again and again to experience these historical sites and monuments and to know about the history of India.

The Government of India has taken many steps in order to increase Heritage tourism in India, the campaign like 'Incredible India' tourist guide book is provided to the tourist so that they cannot be cheated and can know properly about the place they are visiting.

Some of the Heritage sites of India are erotic Khajuraho temple, fort and palaces of Rajasthan, Taj Mahal in Agra and heritage and monuments telling about the history of India.

### **OBJECTIVE OF THE STUDY**

- To study the future Tourism Avenues in Uttar Pradesh

### **TOURISM IN UTTAR PRADESH**

The first Tourism Policy in Uttar Pradesh was introduced in the year 1998 it has an objective to develop Tourism in the state. Among all the state in India Uttar Pradesh is the fourth largest state in India having area of approximately 2,40,928sqkm. Uttar Pradesh ranked among the top most state in terms of Tourist arrival, 2<sup>nd</sup> in terms of domestic Tourist arrivals and 3<sup>rd</sup> in terms of foreign Tourist arrivals among Indian state. Uttar Pradesh has three Tourist destination listed in the World Heritage Site of UNESCO viz. Taj Mahal, Fatehpur Sikri and Agra fort. Department of Tourism has recently introduced the Uttar Pradesh Heritage Arc which connects three most important Tourism hubs of U.P i.e. Agra, Lucknow, and Varanasi; it is bond to boost Tourism as it covers the true essence of Uttar Pradesh i.e. cultural, religious and Heritage Tourism. Government of Uttar Pradesh has taken several steps in promoting Heritage Arc in Agra, Lucknow, Varanasi which will help in proper lighting of Heritage sites, development of infrastructure which will make these places safer.



Tourist who visited important tourist destination in Uttar Pradesh during the year 2009 was 13,48,31,852 and foreigner tourist were 15,50,309 total of 13,63,82,161, which increases to 14,47,54,977 Indian tourist and 17,32,707 foreign tourist total of 14,64,87,684 visitor in Uttar Pradesh during the year 2010. In the year 2011 Indian tourist were 15,54,30,364 and foreign tourist were 18,87,095 total of 15,73,17,459. During the year 2012 Indian tourist visited Uttar Pradesh were 16,83,81,276 and foreign tourist were 19,94,495 total of 17,03,75,771. In the year 2013 Indian tourist were 22,65,31,091 and foreign tourist were 20,90,280 total of 22,86,21,371. And in the year 2014 Indian tourist visitors decreases to 18,28,20,108 and foreign tourist increases to 29,09,735 total of 18,57,29,843. In the year 2015 Indian tourist arrival in Uttar Pradesh again increases to 20,31,44,204 and foreign tourist arrival were 31,04,062 total of 20,96,19,679. In the year 2016 Indian tourist arrival were 20,31,44,204 and Foreign tourist arrival were 31,56,812 total of 21,67,01,016. And in the year 2017 Indian tourist arrival increases to 23,39,77,619 and Foreign tourist arrival were 35,56,204 total of 23,75,33,823.

### YEAR WISE TOURIST ARRIVAL IN UTTAR PRADESH

Year	Domestic tourist	Foreign tourist	Total
2009	13,48,31,852	15,50,309	13,63,82,161
2010	14,47,54,977	17,32,707	14,64,87,684
2011	15,54,30,364	18,87,095	15,73,17,459
2012	16,83,81,276	19,94,495	17,03,75,771
2013	22,65,31,091	20,90,280	22,86,21,371
2014	18,28,20,108	29,09,735	18,57,29,843
2015	20,65,15,617	31,04,062	20,96,19,679
2016	20,31,44,204	31,56,812	21,67,01,016
2017	23,39,77,619	35,56,204	23,75,33,823

**Source:** Department of Tourism, U.P. [http://upenvis.nic.in/Database/Tourist\\_Data\\_1074.aspx](http://upenvis.nic.in/Database/Tourist_Data_1074.aspx)

The Tourist Arrival In Maha Kumbh Mela/ Snan, Allahabad In Year-2013 Of Month January 2013 To March 2013 Of Indian Tourist- 7,83,15,500 And Foreign Tourist- 3,50,000 (Total Tourist- 7,86,65,500 ) Is Included In Above Figure Of Allahabad.

### TYPES OF TOURISM IN UTTAR PRADESH

#### Heritage tourism

Uttar Pradesh is known for its rich Heritage monuments which tell about the rulers who had ruled India the place like Ayodha, and Mathura the birth place of Lord Rama and Sri Krishna, Mughal fort and Ghats like Varanasi and Sangam.

- **Agra**

Famous for Taj Mahal, Fatehpur Sikri and Jama Masjid, Dewan-e-Aam and Dewan-e-Khas are the other Mughal monuments in Agra which tells about the royalty of Mughal emperor

- **Prayagraj**

Earlier known as Allahabad is famous for Khumbh Mela which occurs once every 12 year near the place where three holy rivers Ganaga, Yamuna, Saraswati meet known as Sangam. It is also



famous for its main attraction such as Allahabad Museum, Khusro Bagh, Allahabad Fort, Akshay Vat, Ananad Bhavan.

- **Ayodha**

Famous for its Hinduism tradition it is also called the birth place of Lord Rama, Ayodha is also famous for Muslim because here the famous Babri Masjid of 16<sup>th</sup> century was situated

- **Jhansi**

Famous for its independence battle fought against the Britishers by a very brave lady known as Rani of Jhansi, Rani Laxmibai

- **Lucknow**

Famous for its Nawabi culture it has famous Historical monuments such as Bara Imambara and Chota Imambara, hazratganj, Rumi Darwaza and Begum Hazrat Mahal Park. Lucknow is also famous for its chicken clothes

- **Varanasi**

Varanasi is known as Religious place of India situated on the bank of river Ganga it is a place where many people take bath and feel like they are blessed by the God. Varanasi is famous for its Manikarnikaghat, Man Mandirghat, Chaumsathi Ghats, Kashi Viswanath Temple, Sarnath, Ramnagar Fort and Chunar Fort for its Tourist attraction

- **Buddhist tourism**

The place like Lumbini in Nepal which is the birth place of Lord Buddha, "Bodhgaya" the place where he attained enlightenment, Sarnath the place where he gave his first teachings, Khushinagar in Uttar Pradesh where he gave his last sermon and attained nirvana these are very important pilgrim sites of Buddhist Tourism in India.

## **ECO-TOURISM**

Eco Tourism is defined as responsible travel to natural areas that conserve the environment, sustain the well-being of the local people and involve interpretation and education; education is meant to be inclusive of both staff and guests. Eco Tourism provide positive experience to both visitors and hosts, Build environmental and cultural awareness and respect environmentally responsible travel to natural areas in order to enjoy and appreciate nature that promote conservation have a visitors impact and provide for beneficially active socio-economic involvement.

## **CONTRIBUTION OF UTTAR PRADESH TOURISM TO INDIA'S GDP**

International and domestic tourism industry contributes more to India's GDP than its textile sector. India attracted 7.70 million international tourist arrivals and \$19.75 billion in foreign exchange earnings from tourism receipts in 2014. International and domestic tourism industry contributes more to India's GDP than its textile sector. India attracted 7.70 million international tourist arrivals and \$19.75 billion in foreign exchange earnings from tourism receipts in 2014. Tourism to India has seen a steady growth, year on year, from 4.45 million arrivals in 2006 to 7.7 million arrivals in 2014. The United States is the largest source of international tourists to India, while European Union nations and Japan are other major sources of international tourists. Less than 10% of international tourists visit the Taj Mahal, with majority visiting other cultural, thematic and holiday circuits. Over 12 million Indian citizens take



international trips each year for tourism, while domestic tourism within India adds about 740 million Indian travellers. The combined international and domestic tourism contributed 5.92% of India's GDP, and 9.3% to its employment in 2011. India has a fast-growing medical tourism sector of its health care economy offering low cost health and long term care.

During the year 2010-11 contribution of Uttar Pradesh tourism to India's GDP was US\$ 110.40 million and in the year 2011-12 it increases to US\$ 146.20 million. During the year 2012-13 there was slightly downfall in Uttar Pradesh tourism and the contribution of to India's GDP was US\$ 144 million. In the year 2013-14 the contribution of Uttar Pradesh tourism to India's GDP was US\$ 147.70 million and in the year 2014-15 it increases to US\$ US\$ 161.10 billion. During the year 2015-16 contribution of Uttar Pradesh tourism to India's GDP reached to 623.23 thousand million. The contribution of tourism industry is expected to grow by 7.9 per annum to ₹ 6115.5 billion by 2026.

Contribution of Uttar Pradesh tourism to India's GDP year wise in US\$.

YEAR	CONTRIBUTION TO INDIA'S GDP
2010-11	110.40 million
2011-12	146.20 million
2012-13	144.00 million
2013-14	147.70 million
2014-15	161.10 million
2015-16	623.28 million
2016-17	234.03 billion (expected)

Source--<http://www.ibef.org/states/uttar-pradesh.aspx>

### STATE GOVERNMENT INITIATIVE TO BOOST TOURISM IN UTTAR PRADESH

The government has taken several steps to promote Heritage Tourism in the state the state Government in association with Archeological society of India (ASI) is taking several steps in maintaining the old Heritage and monuments, proper consideration and development of historical sites in three location Agra, Lucknow, Varanasi would be developed in order to make these cities more attractive for the tourists. The Agra Development Authority is building a road which will connect the Yamuna Express to Taj and will decrease the travel time to reach Tal Mahal. Government of Uttar Pradesh has taken several steps in order to promote Tourism in the state some of them are listed below

- Eco Tourism in Uttar Pradesh is being promoted through promotional films.





- Eco Tourism sites is been identified in order to make better plan for them.
- Agencies are established for the purpose of better planning, formulation and implementation of project.
- Government of Uttar Pradesh has plan to established new Airport in some cities of Uttar Pradesh such as Allahabad, Jhansi, and Muradabad.
- Advance telecommunication facilities are provided to Tourist destination of Uttar Pradesh for the purpose to connect them all.
- The place like Sarnath which is a place of Tourist attraction proper facilities, hygieneetc.are taken into consideration to increase Tourism.
- The Government of Uttar Pradesh has launched e-book which provides all the information related to Tourism in the state through internet.
- Hotels in the state has been classified as 5-star deluxe, 5-star, 3-star hotels which aim is to provide better facilities to the Tourist destination in the state.
- Government of Uttar Pradesh has given special attention to Heritage sites in the state in order to protect them and to maintain their beauty.

### **POSSIBILITIES IN UTTAR PRADESH TOURISM**

Uttar Pradesh as a tourist spot is rising its growth is comparatively very slow as compared to other state there are several reason behind slow growth of Uttar Pradesh Tourism such as lack of proper advertising and marketing strategies, cleanliness, lack of management, hygiene and technology. The major reasons which effect Tourism in Uttar Pradesh are.

#### **Marketing**

Although Uttar Pradesh is famous for its art and culture the Tourist get attracted by its historical monuments its religious place etc but the fact is that Tourism is not only about art and culture the government of Uttar Pradesh should focus on advertising fun, and relaxation because different people have different taste.

#### **Hygiene**

The country like United Kingdom, United State of America, France etc are clean due to this reason people are more attracted to these countries these country have strict rules for making roads dirty but if we talk about Uttar Pradesh majority of people uses the road as dustbin.

#### **Population**

Population in Uttar Pradesh is increasing day by day this has given birth to many problems to the state traffic problem, lack of jobs, which result in the growth of crime rate, and pollution problem.



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## **COMPARISON OF UTTAR PRADESH TOURISM WITH OTHER COUNTRIES**

### **France**

One of the most popular Tourist destination in the world the reason behind its popularity is it has proper hygiene, cleanliness and proper management, France provide high security to Tourist and appoint travel agent keep an eye on the operator to operate according to international convention. But if we talk about Uttar Pradesh although it is rich in its natural beauty, cultural, religious place etc but lack in management, infrastructure, safety these issues restrict people coming to Uttar Pradesh.

### **United Kingdom**

United Kingdom as comparison to Uttar Pradesh is good in terms of technology, infrastructure, cleanliness, management, and policies they use better advertising campaign to promote Tourism but in Uttar Pradesh there are many Tourist destinations which requires promotion and marketing.

### **Indonesia**

Indonesia is also a developing country it also faces the problems of poverty, hygiene and policies but if we compare Uttar Pradesh Tourism with Indonesia Tourism Indonesia is at the top the reason is that Uttar Pradesh focuses on highlighting the culture and customs they do not think that not everybody is interested in art and culture they should understand that there are different age group like young people also who are attracted by sports, adventure, scenic beauty.

### **Malaysia**

Malaysia is a head from Uttar Pradesh Tourism because Malaysia has a very high advertising campaigns Malaysia advertise its Tourism by “Malaysia Truly Asia” “Zoom Malaysia” or “Malaysia Green and Clean” campaign but Uttar Pradesh lack behind in Advertising campaign.

### **Singapore**

Famous for shopping, island resort, natural sight-seeing, night life and various events and festival make Singapore a popular destination. Advance and modern system as well as leisure and luxury travel make it an attractive destination but Uttar Pradesh lack in adaptation of modern system as well as leisure and luxury travel because roads in Uttar Pradesh are very bad especially during rainy seasons.

## **CONCLUSION**

This is an attempt to present the contributions of the service sector to the Uttar Pradesh economy. The service sector’s role in the economy has grown manifold, from contribution to GDP, generating employment, and creating a service lead export growth through this study tourism emerges as a prime driver for growth in the economy of Uttar Pradesh. The potential



growth areas include pursuing the versatility of Uttar Pradesh tourism, creation of niche tourism product, enhancing capacity building in terms of infrastructure creation entering new source markets and human resource development. Uttar Pradesh is rich in cultural heritage and its history, food, friendly people, architectural monuments and service but in terms of modern western shopping experience Uttar Pradesh is lacking behind the qualities of road create a huge problem to travellers, the hygiene and cleanliness, infrastructural blocks including accommodation, poor road network, pollution in the state, poverty and begging problem, touts harassing tourist in major tourist destination, high population density of the state and corruption are some of the major reason for Uttar Pradesh lagging behind in attracting higher number of tourists to the state.

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