

# Hospitality Services impacting Uttar Pradesh's Tourism Industry

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## **ABSTRACT:**

*Tourism has been crucial to social progress as well as an important tool throughout human history to extend socio-economic and cultural interaction. This encourages international connections, markets expanding, broad-based jobs and income production, as a source and effect of economic growth. The tourist sector is a major contributor to many nations' gross national products. This is among the world's fastest-growing sectors. Today, a commonly known trend is the promotion of vacation attractions and the travel infrastructure. Investment in tourist infrastructure boosts economic development, catalyses income and job generation, which in turn contributes to more development in tourism demand, which induces a corresponding investment cycle within a virtuous ring. Expenditure on tourism produces numerous impacts in the value chain, with robust outreach. In addition to the need for a range of goods and services, tourism also provides opportunities for the relevant industries. The Tourism Growth Policy itself can be an instrument for positive economic and social change. Tourism supports social harmony and connection with the group. It encourages the restoration and conservation by adding importance to history, heritage, climate, atmosphere and ecology. In this paper various consideration points of touring have been mentioned. The analyses find few dimensions of service efficiency in Uttar Pradesh's Tourism Industry.*

## **Keywords**

*Hospitality, Tourism, Business, Facility, Service, Uttar Pradesh*

## **1. INTRODUCTION**

India has a huge bouquet of attractions for tourists to boast about. Its immense diversity has always drawn tourists and citizens alike to experience the fun and gaiety that India has to offer his tourists. Every part of each state of the country offers both exquisite and exclusive tourism services that reflect both the heritage and the culture of that specific region. There is almost no nation in the world that has such a wide range of tourist destinations to sell. In recent years, tourism in India has registered considerable growth. Though tourism growth has been strong, India's share of overall global tourist arrivals and earnings is pretty negligible. It's an acknowledged reality that India has huge potential for tourism growth. The abundance of the environmental and cultural riches of India provides the basis for a broad variety of tourism products and experiences that encompass business, recreation, history, adventure, spirituality, ecotourism and many other pursuits. Besides acknowledging the historically recognised benefits of developing tourism for fostering national integration, international awareness, earning foreign exchange and creating vast jobs, tourism will play a major role in pursuing a nation's socio-economic goals. Performance in the tourism industry requires

continuous quality of goods and facilities for visitors in keeping with planned expectations. Delivering premium facilities is one of the biggest obstacles facing hospitality managers as it is a prerequisite for success in the new, intensely competitive international hospitality markets. Whether its tourism or some other sector, both academics and practitioners tend to draw attention to service efficiency and customer loyalty.

### *Literature Review*

#### *Tourism in Uttar Pradesh*

This state of India, situated in the northern part of India, is one of the Union of India's most interesting states. Uttar Pradesh is considered one of India's spiritual hub. Uttar Pradesh's importance lies not only in this confluence, but also in the development of cultural and religious practices along two of the Indian subcontinent's largest rivers—the Ganga and the Yamuna. Throughout history, great cities have arisen and settled along great rivers. Uttar Pradesh has 3 different season forms to see. These are Winter, Monsoon and Summer. The Monsoon cycle runs from June to September. The summer season is from March to May. Winter season is January and February. Uttar Pradesh can get very hot and humid during the summer months much like the rest of north India. Winter is the perfect season for exploring the state with all its full bloom. Owing to its rich and complex topography, colourful society and festivals, temples and ancient places of worship. Observed to be India's biggest tourist destination, Uttar Pradesh boasts 35 million domestic tourists. Packed with tourist attractions for people with diverse tastes across a broad spectrum, the state draws a significant number of visitors, both national and international. The state is renowned for its exquisite brassware, inlay, intricate woodcarvings and furniture, ceramics, glassware, leather goods, jewellery, inlaid jewellery, silks and brocades. The state is known for its ancient traditions and is surrounded by the sacred rivers Ganga and Yamuna. The two regions most visitors are visiting—the Agra circuit and the Hindu pilgrimage circuit. Here is held the largest festival fair (Kumbh Mela) in India which draws millions of people. The Uttar Pradesh Tourism Department has finalized the new tourism growth strategy for the state after updating the current legislation.

The government priorities are-

- Providing economic gains for the local economy and improving prospects for jobs.
- Develop and diversify the base of tourism goods, focusing on sport, spirituality and historic travel.
- Growing the region's hotel room.
- Increasing the number of visitors.
- Boost spending in the tourism sector.
- Rising tourist income from a superior tourist profile, improved services and added value to tourism goods

Uttar Pradesh's tourism development policy makes provision for the following growth strategies-

- Creation of critical services, to be carried out by government departments.
- Tourism routes preparing into a master plan.

- Strengthening and promoting private sector involvement in the State Government's efforts to provide domestic and foreign visitors with the requisite facilities.
- Dovetailing multiple sources of construction funds.
- Improving the quality of goods to draw a variety of visitors.
- Cooperation between various departments of government.
- Proper preservation and marketing of historic resources.
- To provide visitors with low-cost, safe and adequate facilities in travel, lodging, food and leisure matters.
- Organizing entertainment events with a view to drawing more visitors at fairs, markets and seminars.
- Setting high expectations and quality requirements for the tourism industry.
- Vast and successful promotion of tourist goods and services;

Few dimensions of service efficiency in Uttar Pradesh's Tourism-

*Core Tourism Experience* in Uttar Pradesh consists of things like natural scenery, monuments, cultural heritage, sightseeing, nature proximity, room for fun, privacy and calm environment.

*The provision of timely and reliable information* – includes things such as the provision of tourist help centres at airports / railway stations, the tourist information centres availability at the place of visiting, the availability of tourist information centres at tourist attractions, personal directions on the tourist bus and at the tourist site, and simple contact in a shared language that is convenient for all.

*Hospitality*-Services to travellers at the airport, the courtesy of the workers at the place of stay, the morale of the staff, the sensitivity of the staff, the attitude of the staff towards the female visitors, the respect for the health of female visitors.

*Price reasonableness*-requires fairness of the cost at the place of accommodation, fairness of the cost at the tourism spots, fairness of the cost of the goods in the stores and fairness of local transit fares.

*Health and Hygiene*-consists of airport / railway station cleanliness and hygiene, Cleanliness and tidiness at the place of stay, cleanliness and hygiene of restaurants outside the place of residence and disturbance created by beggars / hawkers.

*Facilities*-Includes wireless service at the place of stay, telephone services at the place of stay, money exchange equipment, ATM equipment, access to medical aid and connections to pubs and lounges.

*Value for money*-consists of travel package price worthiness, price worthiness of lodging, price worthiness of transport facilities (train / flights), price worthiness of local transport facilities and price worthiness of goods in stores.

*Cuisine* is Aa culinary style distinguished by distinctive ingredients, techniques and sauces, and typically associated with a particular place or community taste of local food served at the place of residence and taste of local food in restaurants outside the place of residence. The

Cuisine of Uttar Pradesh has a wide variety of dishes to offer its customers. The cuisine consists of both vegetarian as well as non-vegetarian dishes of different varieties.

*Logistics* - Logistics is the control of the flow of things between the point of production and the point of use to meet consumer or company requirements made up of three factors: easy connectivity to tourism spots, sound facilities and good traffic.

*Safety*-consists of safety and security of each tourists at the place of residence, protection at the tourism spots / place of visit and security of domestic transport (e.g. flights, planes, buses, taxis, car and rickshaws).

The research has significant consequences for the management. It can inspire Uttar Pradesh tourism with knowledge that can be used to improve the efficiency of different centres and promote practices for tourism promotion. Tourism department decision-making officials can also evaluate the information provided by the report to better bridge the gaps between the existing level of performance and the target level by formulating corrective action plans. These corrective measures would ensure a distinguishable competitive advantage over other tourist destinations in the region.

Uttar Pradesh government is doing all the best thing to promote states tourism. For example, The Uttar Pradesh government started the process to give a boost to tourism and pilgrimage in Ayodhya by allocating Rs 500 crore in the annual state budget 2020-21 for the construction of an airport in the temple town. An additional Rs 85 crore has been allocated for the development of tourist infrastructure facilities for tourists. As per the government Development of tourist and pilgrim centres will give thrust to the service sector in the state and pave the way for employment opportunity for the youth.

In recent years government have tried to develop many spiritual sites in Uttar Pradesh and it have succeed in showing results also. For example - The tourist visits in mahakumbh mela/ snan, prayagraj in year-2019 of 15.01.2019 to 04.03.2019 of indian tourist- 23,94,70,000 and foreign tourist- 10,30,000 (total tourist- 24,05,00,000 ) is included in above figure of year 2019.

The upcoming Pro-Poor Tourism Growth Project in Uttar Pradesh is projected to offer far-reaching social, economic and environmental benefits at local and state level. The project will also help both low and high-spending domestic and foreign tourists visiting each destination by enhancing their overall experience. The initiative would support residents and developers in its targeted locations, including some of the biggest tourism attractions. Entrepreneurs engaging in or attempting to participate in the supply chain of tourism, such as rickshaw drivers, local artisans, street vendors and food and beverage suppliers, as well as members of the general population, would benefit from improved access to public facilities and expanded incentives and employment for generating revenue. Additionally, businessmen and small business owners will benefit from skills growth and diversification, market growth assistance, and strengthened linkages to the supply chain of tourism. Given the significant role of the public sector in tourism preparation, growth and promotion at all stages, the project also aims to support Uttar Pradesh's government and the Department of Tourism in their pro-poor tourism endeavours.

## **2. CONCLUSION**

Tourism is the world's largest single non-governmental business market, and the primary economic driver for many local economies around the world. India is the most technologically developed traveling nation in terms of digital technologies used to schedule, book and ride,

India's increasing middle class and growing disposable incomes have continued to fuel domestic and outbound tourism development. Although the present study cantered exclusively on the dimensions of the standard of service at tourist destinations in Uttar Pradesh, the problems and concerns it raised are also similar to other tourist destinations. Hence, the results of this paper can be effectively extended by other state / national climate tourism authorities. Besides the central tourism experience and hospitality, considerations such as sanitation, transportation and health also form an important part of a tour's efficiency. The analytical analysis should illustrate aspects which have the greatest associations with the happiness of visitors. These aspects would also need to be tracked when planning activities related to tourism at a destination. This knowledge would be useful for developers of destinations too.

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