

Analysis of the Tourism Industry: A Case Study of Lucknow

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Abstract

Lucknow is developing into one of the popular tourist destinations in India. The city of Nawabs, is a landmark of rich heritage and culture, has now over the years undergone a major transformation in terms of infrastructure (trendier malls, progressive roadways/railways/airways, major chain of hotels, art, and cultural platform, etc.), that facilitates tourism. Lucknow is home to some of the country's most famous historical monuments, from both colonial and Nawab era. With a blend of its iconic legacy and urban civilization, Lucknow has become a tourist's destination. Travelers are increasingly flocking to Lucknow to experience both its unique historical architecture and advanced entertainment zones, happening spots for the youth, exposure to international brands, finger-licking eateries, etc., making it a tourist hotspot. The study will mainly focus on the urbanization that has taken place in the city, which would impact Lucknow tourism positively. The research findings concluded that with international airport Lucknow is well connected with other countries, expanded roadways linking the city to Ramayana circuit, convenient Metros, advanced entertainment zones, etc., have attracted tourists from around the world.

Keyword: Lucknow, Tourism, Rich Heritage, Cultural and Heritage Tourism, Infrastructure.

INTRODUCTION

When effectively managed, tourism can significantly contribute to a self-reliant economy. Essential factors that make a location appealing to tourists include accessible quality lodging, good food, an array of tourist attractions, and recreational activities. The United Nations World Tourism Organization (UNWTO) describes tourism as a multifaceted social, cultural, and economic phenomenon driven by people's movement to destinations outside their usual environments, primarily for leisure. Lucknow, the capital city of Uttar Pradesh, is becoming an increasingly popular tourist destination due to its rich cultural heritage, exquisite handicrafts, growing infrastructure, and modern shopping malls. Recent infrastructure improvements, including new highways and flyovers, have enhanced the city's accessibility, making it easier for tourists to explore both Lucknow and its surrounding areas. The city's malls, equipped with cutting-edge designs and technology, provide a variety of shopping and dining experiences for visitors. In 2022, Lucknow recorded a significant increase in tourism, with a total of 5,851,113 visitors (5,847,712 domestic and 3,401 international), reflecting a 43.25% rise from the previous year.

Table:1 Annual number of visitors to Lucknow

YEAR	INDIAN	FOREIGN	TOTAL	PERCENTAGE CHANGE
2017	49,99,940	61,253	50,61,193	-
2018	98,87,997	65,618	99,53,615	+96.66%
2019	57,14,400	72,129	57,86,529	-41.86%
2020	19,07,159	20,204	19,27,363	-66.69%
2021	40,83,534	920	40,84,454	+111.91%
2022	58,47,712	3,401	58,51,113	+43.25%

In 2022, Uttar Pradesh welcomed a total of 3,185,62,573 tourists, including 31,79,13,587 domestic and 6,48,986 international visitors. This represents a significant increase of 190.25% compared to the 10,97,53,172 tourists (10,97,08,435 domestic and 44,737 international) recorded in 2021.

Table:2 Annual number of visitors to major districts of UP in 2022

DISTRICT	INDIAN	FOREIGN	TOTAL
Agra	1,00,10,849	3,78,635	1,03,89,484
Ayodhya	2,39,09,014	1,465	2,39,10,479
Prayagraj	2,60,45,271	1,895	2,60,47,166
Varanasi	7,16,12,127	89,689	7,17,01,816
Lucknow	58,47,712	3401	58,51,113
Mathura	6,52,75,743	1,15,858	6,53,91,601
Jhansi	1,65,36,249	727	1,65,36,976
Gorakhpur	19,89,546	3242	19,92,788

From the above tables (1&2), it can be said that in the year 2022, in spite of attracting 43.25% more tourists than previous year, Lucknow is still not amongst the most preferred city in Uttar Pradesh. Domestic tourist inflow in cities like Agra, Ayodhya, Prayagraj, Varanasi, Mathura and Jhansi were far more than Lucknow.

THE RICH HERITAGE

When evaluating the tourism potential of Lucknow, one must primarily consider its rich heritage. This vibrant city, renowned for its art, culture, cuisine, and architecture, offers a wealth of experiences that preserve its historical splendor. Lucknow, the capital city, is known for its warm hospitality, flourishing restaurants, stunning historical sites, rich artistic culture, and remnants of colonial charm. The city's heritage encompasses several key aspects, including:

Architecture: Lucknow is an architectural gem, with tourism often starting at the Charbagh Railway Station, celebrated for its impressive design. Notable landmarks such as the grand Bara Imambara, the intricate Rumi Darwaza, Chota Imambara, and the Residency each narrate unique historical tales. The city's monuments display a blend of Mughal, Awadhi, Persian, and British architectural styles.

Cuisine: The diverse dynastic influences have profoundly shaped Lucknow's culinary scene. The city is famed for the aromatic and rich flavors of Awadhi cuisine, featuring dishes like kebabs, nahari, sheermal, and biryani, along with traditional sweets such as makhana malai, shahi tukda, and rewari, which enjoy global acclaim.

Classical Music and Dance Forms: Lucknow's contributions to classical music and dance are significant, particularly with Kathak dance and the classical music tradition known as the Lucknow gharana, which flourished during the era of the last Nawab of Awadh, Wajid Ali Shah. These art forms have produced many eminent personalities and continue to be celebrated.

Poetry and Literature: The city has been home to illustrious poets and authors like Iftikhar Arif and Mir Taqi Mir, who have greatly contributed to Urdu literature and poetry. Literary gatherings, known as mushairas, are periodically held, allowing emerging poets to present their works in a captivating manner.

Festivals: The cultural diversity of Lucknow is vividly reflected in its festivals and fairs. Significant events such as the annual Lucknow Mahotsav, the kite festival (Patang Utsav), the mango festival, and the ten-day Muharram procession showcase the city's rich heritage.

Traditional Embroidery: Lucknow is renowned for its traditional embroidery techniques, particularly Chikankari and Zardozi. These intricate handworks, requiring skilled craftsmanship, have been celebrated in India since ancient times.

This multifaceted heritage positions Lucknow as a unique and compelling destination for tourists, offering a deep dive into the cultural and historical fabric of the city.

THE COSMOPOLITAN GATEWAYS

Lucknow's modern areas present a cosmopolitan blend of cultures and personalities. While the city's magnificent monuments stand out, its true essence is captured in the bustling bazaars and craft streets. The lively atmosphere here contrasts with the serene presence of temples, mosques, and churches. Historically, Lucknow was part of the Awadh region under the Delhi Sultanate, serving as a capital city. The city later became the seat of the Nawabs of Awadh, renowned for their patronage of art, culture, and music, leading to the creation of numerous stunning buildings. The Nawabs also fostered culinary arts, giving rise to the famous 'kebab' and the culinary tradition of 'Dum pukht'. Following the Nawabs and Mughals, Lucknow came under the control of the East India Company and eventually the British Empire. Today, the city's rich cultural heritage reflects this layered history, offering a glimpse into its storied past.

THE URBAN CIVILIZATION

In recent times, Lucknow has evolved into a dynamic metropolis, experiencing significant transformations marked by extensive infrastructural advancements. The development of a new airport and numerous roads and highways has enhanced the city's accessibility, attracting more tourists and stimulating economic growth. Lucknow boasts a wealth of world-class museums and galleries that highlight the region's rich cultural heritage. Additionally, the city offers a diverse culinary scene with numerous top-tier restaurants serving a variety of international cuisines. These improvements position Lucknow to emerge as a premier tourist destination in Uttar Pradesh.

REVIEW OF LITERATURE

T.Arunmozhi and A. Paneerselvam (2013) in their paper "Types of tourism in India" explained that India is amongst top five leading tourism promoting nations in the world. They elaborated the concept, purpose, and types of tourism. They also mentioned Uttar Pradesh as cultural and heritage tourism state and specified Lucknow to be famous for its rich heritage.[1]

M.Singh and A. Srivastava (2022) in their paper "Heritage Arch of Uttar Pradesh: The Cities of Living Heritage (Agra, Lucknow & Varanasi) with Special Reference to Lucknow", asserts about the cultural and heritage backdrop of Lucknow. With detailed explanation of almost all the historical monuments, the paper focuses on the importance of the city in touristic development in Uttar Pradesh.[2]

Mansoor Ilahi (2020) in "Growth and Development of Cultural and Heritage Tourism in Uttar Pradesh- Challenges and Opportunities", have stated various challenges faced by U.P. tourism in terms of accessibility, infrastructure, skilled manpower and lack of hygiene & sanitation in food stalls and public washrooms. The researcher has also suggested some measures to solve the problems mentioned above.[3]

Kapur A., Jain R. (2016) in their paper "Importance of cultural tourism in the core area of Chowk, Lucknow", tries to highlight the issues in tourism in the old city of Lucknow (Chowk area) due to inadequate guidelines and unawareness amongst the people living there, regarding the cultural importance of their area. The study also focuses on the benefits that could be reaped by the city if proper restoration work is done in the heritage buildings present there and people living there are made aware of the heritage they possess.[4]

Purvar S. (2019) on "Entrepreneurial impact of Chikankari Embroidery Designs and Technology" concluded that Chikankari being a traditional craft where embroidery is inspired by Persian-Mughal motifs and architecture, is challenged by modern technology, new color combinations, motifs, fabric materials, etc. Although in this fashionable era, these designs are liked and preferred by the consumers, but only with the essence of traditional and contemporary touch, which is the soul of Chikankari embroidery. This paper is based on both primary and secondary data.[5]

Aithal R.K. (2009) in "Regional Science City, Lucknow" has reviewed about the arrival of visitors to the place. The reviewer also analyzed the measures taken by the management in terms of doing field work in schools and colleges along with organization of educational programs and exhibitions to attract as many visitors as they can. Data of visitors in science centers across India is also been given in the paper.[6]

Sharma N. (2015) in her paper "Chikankari: Beauty of White" has given a detailed analysis about the delicate art of Chikankari, based on both primary and secondary data. Starting from the meaning, to its evolution, designs, patterns, markets, etc., this paper covers many aspects of this fine art. The researcher explains how Lucknow is associated with Chikankari and after getting GI in 2008, this craft has got an exclusiveness in terms of manufacturing and marketing for the city.[7]

OBJECTIVE OF THE STUDY

The main objective of this research is to study the various transformations that have taken place in the city of Lucknow in recent years with respect to infrastructure, facilities, and attractions in the city, and how these changes have impacted the number of tourists visiting the city.

Another objective of the research study was to study the impact that Covid-19 has had on the tourism industry in Lucknow.

RESEARCH METHODOLOGY

The research methodology adopted for this study is qualitative and descriptive in nature. In order to get a better understanding of the impact of the facelift of Lucknow on the tourism here, secondary data was collected and analyzed.

Secondary data was collected from various sources, such as news articles, reports, and statistical data.

MAJOR FACTORS THAT MODIFY LUCKNOW AND ITS PERSPECTIVE REGARDING LUCKNOW TOURISM

Known for its finesse, the state capital fascinates the tourists from around the globe. Lucknow has its historic background and religious importance, the magical cultural and folk background with regards to thumri, ghazals, Kathak dance form and so on, the delicate crafts work of Chikankari and Zardozi, the exquisite flavors of Awadhi and Nawabi cuisine, etc. Famous for its Tehzeeb and Nazaakat, Lucknow offers its visitors an unforgettable experience in terms of language, hospitality, craft, flavors, and culture. In addition to being renowned for its extensive cultural legacy, Lucknow has undergone major infrastructural makeover, which has a positive impact on tourism and draws tourists from around the world to the city.

The following are the major factors that influence Lucknow and its perception of Lucknow tourism:

Accessibility: Accessibility is the most important socioeconomic factor. All tourist attractions must be easily accessible via various modes of transportation such as roads, railways, air, and water. Traveling by road and railway is a better option for seeing nature's beautiful sites. If a tourist wants to get to a remote tour destination as soon as possible, the airway is the best option. Tourists in Lucknow can easily access a variety of modes of transportation, which include:

- **Lucknow Airport** - The Chaudhary Charan Singh International Airport serves Lucknow since 1986. It is 14 kilometers from the city center and was previously known as "Amausi Airport". In 2008, it was renamed in honor of India's fifth prime minister Chaudhary Charan Singh. Lucknow International Airport Limited (LIAL) is a public-private partnership (PPP) led by the Adani Group, owns, and operates the airport.

Lucknow Airport not only assists Lucknow, but also its neighboring cities such as Agra, Ayodhya, Chitrakoot, Nainital, Prayagraj, Shravasti, Varanasi, and others in attracting both domestic and international tourists.

In terms of passenger traffic, the airport is India's 11th busiest. It handled approximately 2.5 million passengers and 22,954 aircraft movements in the fiscal year 2020-2021, and approximately 5.5 million passengers and 38,494 aircraft movements in the fiscal year 2019-2020. The airport

currently has two operational terminals (1 and 2) and one under-construction passenger terminal (3), which is scheduled to open by the end of 2023.

The new integrated terminal will be able to serve 25 lakh international passengers and more than 1 crore domestic passengers each year. The structure will be a two-story structure with two-level driveway facilities to reach the arrival and departure gates separately. In order to give passengers a faster, convenient and congestion free movement, multiple check-in booths and baggage drop points will be established.

The runway's length is also proposed to increase for 1km in order to facilitate the landing of larger planes. The parking apron will also be expanded to accommodate more planes at a time. Better air transportation will also benefit tourism in Lucknow and will pave way for other sectors also.

- **Railways-** Tourism in Lucknow begins from the Charbagh railway station only, which was known for its four gardens(bagh), surrounding the architectural marvel. But the concept of four gardens is believed to exist till late 1980s. Since then, there's only one remaining and it is located at the front of the railway station. The red and white building of the station looks amazingly beautiful altogether.

Another interesting thing about Charbagh Railway Station is its Platform 2, which is famous for its holy ancient shrine (Mazar or dargah). This 900 years old shrine of Khamman Peer Baba (also known as Line Baba) is a unique sight to watch because it is situated between the railway lines. It is a center of belief for both Muslims and Hindus as thousands of people pay tribute at the Dargah every Thursday and pray for their wishes to be granted. A four-day holy Urs (death anniversary) is held here every year to remember Saint Khamman Peer Baba's life.

Considered to be one of the most beautiful railway stations in India, Charbagh Railway Station is a heritage tourist site in Lucknow. The facilities that a tourist look for in a railway station including comfortable waiting rooms, baggage counters, ATMs, telephone booths, prepaid taxi booths, etc. are all available here.

- **Roadways-** Road network is the only link, which can connect travelers to those places also which even the railways and airways cannot connect. Many old and new highways and expressways are now a part of Lucknow. It links the state capital to almost all big and

small cities in India. Some of the major newly built expressways connecting Lucknow to different places are as follows:

- **Yamuna Expressway-** This 165.537 km long expressway was the first one of its kind expressways in Uttar Pradesh, connecting 'Taj city' Agra with Greater Noida. The Yamuna Expressway became operational since August 2012 and connects Lucknow indirectly after the construction of Agra Lucknow Expressway in 2016 through Agra Ring Road.
- **Agra-Lucknow Expressway** – This expressway, which is 302.22km long is currently amongst largest functional expressways in India. As the name depicts, it covers the districts of Firozabad, Shikohabad, Etawah, Kannauj, Kanpur and Unnao between Agra and Lucknow.
- **Purvanchal Expressway** - With a total distance of 340.82 km, this expressway has now become the longest expressway in India. Inaugurated on November 2021, this expressway connects Lucknow with major districts of Barabanki, Amethi, Sultanpur, Ayodhya, Ambedkar Nagar, Azamgarh, Mau and Ghazipur.
- **Bundelkhand Expressway-** This newly constructed (operational since July 2022) 296.07km long expressway connects tourists from Lucknow with that of Chitrakoot Dham (part of Ramayana circuit) through Agra-Lucknow Expressway. The two expressways collaborate in Etawah district.

Thus, these improving and world class roadways could contribute towards the upliftment of Uttar Pradesh in various sectors like tourism, agriculture, trade, and commerce.

- **Lucknow Metro** – In order to strengthen and supplement the inter-city transportation facility for the tourists, the Uttar Pradesh Government chose to implement the Lucknow Metro Rail Project as a unified Mass Rapid Transit System (MRTS). It satisfies the mobility and accessibility needs of Lucknowites and the tourists as well. Under the Companies Act of 1956, Lucknow Metro Rail Corporation (LMRC) was established on November 25, 2013.

Lucknow Metro is catering travelers with a cutting-edge mass transit system that is suitable for all seasons as it is air conditioned, safe due to high security checks, fast because it is free from traffic congestion, reliable as it is a well-organized network, pocket friendly due to its basic fare, stress free, hassle-free and pollution free. It has the potential to become a lifeline for the city because it is eco-friendly.

Lucknow has now beautiful malls, wide road network, giant flyovers, modern recreational areas like parks, and so on, but it still has the aura of Nawabi tradition and aesthetics. Its culture and heritage are still well-known. Lucknow Metro has made certain that the design of its Metro (Train and stations) bears a resemblance and essence of its culture and heritage.

With an approximate stretch of 23 kilometers, Lucknow Metro covers almost all the major and importance places of the city which includes Airport, Railway station, Bus stand, University, Stadium and so on. This makes visitor's intercity travelling more convenient and organized.

Accommodation and Dining: Tourist attractions must be capable of providing adequate lodging and dining options. In order to cater thousands of tourists, a city must have ample number of hotels and restaurants, depending upon their financial status, lifestyle, and service expectations. Being cultural, political, and administrative hub of Uttar Pradesh, Lucknow has many hotels and guesthouses. Ranging from budget hotels, government lodging centers till several 3-star and 5-star, the city provides stay facilities to visitors of all income groups. Clarks Awadh, being the oldest Five Star Hotel in Lucknow, is now accompanied by plenty of other hotels like the Taj Mahal Hotel, Hyatt Regency, Renaissance Hotel, Fairfield by Marriott, Ramada by Wyndham, etc.

When it comes to food, Lucknow standouts to be a paradise for the foodies, not in India but abroad also. Because of its rich cultural heritage, the city is blessed with the finesse of Awadhi cuisine. The city of Nawabs and Kababs, offers great variety of vegetarian and non-vegetarian delicacies like mouth melting kebabs, dum biryani, khasta, chaat, etc, in savory and kulfi, makhani malai, and plenty of options in desserts. For this, there are hundreds of famous and infamous restaurants and small street food stalls in Lucknow like Tunday Kababi, Wahid Biryani, Dastarkhwan, Royal Cafe, Barbeque Nations, etc. The city attracts large number of domestic and international tourists based on its food only.

Leisure and Recreational Facilities: Leisure and entertainment is generally the basic purpose of tourism. Any tourist destination that offers plenty of recreational activities, attracts maximum number of visitors. Lucknow offers activities and sites for all age groups. Heritage lovers get to see, many historical monuments like Bada Imambara, Chhota Imambada, Residency, etc., along with Tonga rides in old city. Whereas youngsters have many options to go to like resorts, restaurants, lounges, and spas. Shopaholics have a great variety of shopping experience, whether its Chikankari and Zardozi hand work of old city or trendy shopping from latest and luxury malls Lucknow satisfy the need of every visitor. These recreational and leisure facilities are categorized as follows:

- **Shopping places-** The creative and delicate handwork of Lucknow is incontestably a well-known tourist attraction of the city. Some of the city's most famous shopping markets and destinations are Hazratganj, Chowk, Aminabad Market, Janpath Market, Alambagh Market, Bhoothnath Market, Lal Bagh Market, Halwasiya Market, Kapoorthala, Nakhas Market, etc.
- **Shopping Malls-** Lucknow is now turning into an urbanized center for tourists. The latest developments in the city comprises of one of the best shopping malls. Saharaganj Mall, Fun Republic Mall, East End Mall (Wave), Phoenix Palassio Mall, LuLu Mall, Phoenix United Mall, One Awadh Mall, and many others that are under construction, are giving the city an essence of modern outlook, which is attracting large number of visitors from the cities nearby. And due to these malls, many national and international brands have been introduced in Lucknow, which makes it convenient for the foreign tourists to shop easily.
- **Fun Activities and Games-** For both children and adults, there are many interesting places in Lucknow, which gives both fun and learning experience to them. Some of these places are Indira Gandhi Planetarium, Regional Science City, Skyjumper Trampoline Park, Timezone, Fun City, etc.
- **Amusement Parks-** When it comes to quality time with friends and family, a person searches for picnic spots and parks generally on weekends and on holidays. Thus, this need is also catered in Lucknow, as due to development of several water parks like Anandi Water Park, Nilansh Theme Park, Amrapali Water Park, etc., and many parks like Nawab Wajid Ali Shah Zoological Garden, Janeshwar Mishra Park, Ambedkar Memorial Park, Gomti Riverfront Park, Kukrail Forest Reserve, etc.

Sports- Some of the popular sports, with which Lucknow is associated with are hockey, cricket, badminton, and golf. Some of the famous sports personality associated with Lucknow are Ravinder Pal Singh in hockey, Afaq Hussain, Shahid Mahmood, Suresh Raina, Apoorva Sengupta, etc., in cricket.

There are many national and international level stadiums in the city, some of them are as follows:

- **K. D. Singh Babu Stadium:** One of the oldest sports stadiums, it is situated in the city center and is named after a famous hockey player. This stadium organizes many national and international hockey matches along with domestic and few international cricket matches from time to time. This stadium is also famous for its swimming complex, indoor games complex and synthetic tennis court.
- **Dr. Akhilesh Das Gupta Stadium:** Located in the Babu Banarasi Das University campus, this stadium generally hosts Ranji Trophy matches and in 2016, it was used by Mumbai Indians for practice sessions in IPL.
- **Babu Banarasi Das Badminton Academy:** Equipped with six indoor courts of international courts, this academy has hosted many national and international badminton tournaments, promoting young players to showcase their talent. These tournaments consist of Syed Modi Memorial India Grand Prix Badminton Championship, state championships, zonal championships, etc.
- **Bharat Ratna Shri Atal Bihari Vajpayee (BRSABV) Ekana Cricket Stadium:** Established in 2017, this India's fifth largest international cricket stadium, debuted with Duleep Trophy finals in 2017-18. Its first international match was a T20 match played between India and West Indies. Now after the pandemic it has hosted home matches of the Lucknow Super Giants (IPL franchise) in 2023. In order to support their favorite players, many IPL and cricket lovers have visited the city this year, which was a boost in the city's tourism.

Investments in Tourism Sector

Over recent years, the Yogi government has implemented numerous initiatives to attract global tourists. One of the most notable measures is the proposal to develop new tourist attractions and thematic circuits, connecting geographically, religiously, and naturally significant sites.

The new strategy also includes various incentives for businesses investing in the state.

Historically, governments have periodically allocated substantial funds to enhance the state's tourism potential. Similarly, to create more job opportunities and increase the Gross State Domestic Product (GSDP), the hospitality and tourism sector in Uttar Pradesh has received investment proposals worth INR 35,000 crore (approximately US\$4.3 billion). The UP Global Investors Summit (GIS), held in Lucknow from February 10-12 this year, was a significant catalyst for these investment proposals, resulting in the

signing of around 400 Memorandums of Understanding (MOUs) with private companies.

Specific projects announced by the Chief Minister in Lucknow include the development of a tourist site in Bakshi ka Talab. Additionally, under the Chief Minister's Tourism Development Scheme, a tourism center is planned for each Assembly Constituency in the state.

Although there are a total of 560 projects that are undergoing in Uttar Pradesh but some of the projects focused strictly in Lucknow are as follows:

Table 3: Details of approved projects under state sector in Lucknow

S. No.	Region Pt.	Circle	District	Scheme Name	Executive Entity	Sanctioned Year	Accepted Cost (in INR Lacks)
1	Lucknow	Lucknow	Lucknow	Construction of Heliport in Lucknow	Public Works Department	2017-18	494.65
2	Lucknow	Lucknow	Lucknow	Facade Lighting in Malaviya Hall, Tagore Library, University of Lucknow Campus	UP Projects Corporation Ltd.	2017-18	147.71
3	Lucknow	Lucknow	Lucknow	Tourism Development of ancient Mahakaleshwar temple, located in Kumharawa village of BKT Tehsil	UP Projects Corporation Ltd	2017-18	84.51
4	Lucknow	Lucknow	Lucknow	Construction and Beautification of Mankameshwar Upwan Ghat	UP Construction Cooperative Union Ltd.	2017-18	84.28
5	Lucknow	Lucknow	Lucknow	Beautification of Ghatghata Baba pilgrimage site in village Mawai Khurd development block mal, Tehsil Malihabad (including pond located in the premises, concrete construction of stairs, construction of one had pump and shed for passengers)	<u>UP State Construction and Infrastructure Development Corporation Ltd. (UPSCIDC)</u>	2017-18	15.06
6	Lucknow	Lucknow	Lucknow	Construction of multipurpose hall (Tulsi Manas), at Ramleela site, Aishbagh	UP State Construction and Infrastructure Development Corporation Ltd. (UPSCIDC)	2017-18	117.42

7	Lucknow	Lucknow	Lucknow	Tourism development of 06 places of Cantt	UP Projects Corporation Ltd.	2018-19	92.37
8	Lucknow	Lucknow	Lucknow	Beautification of Chander Nagar Gate (Alambagh building)	UP State Construction Cooperative Union Ltd.	2018-19	44.35
9	Lucknow	Lucknow	Lucknow	Tourism development of Buddheshwar temple	UP State Construction Cooperative Union Ltd.	2018-19	75.83
10	Lucknow	Lucknow	Lucknow	Construction of shed for passengers near Chandrika Devi temple, Tehsil BKT	UP State Construction Cooperative Union Ltd.	2018-19	83.52
11	Lucknow	Lucknow	Lucknow	Beautification of Imliban Baba temple, in village Anourakala, development block Chinhath	UP State Construction and Infrastructure Development Corporation Ltd. (UPSIDCO)	2018-19	39.11
12	Lucknow	Lucknow	Lucknow	Beautification of Ghatghata Baba pilgrimage site, village Mawai, avikas Khand-Mal	UP State Construction and Infrastructure Development Corporation Ltd. (UPSIDCO)	2018-19	103.11
13	Lucknow	Lucknow	Lucknow	Tourism development of Shiv Mandir Kakarha Baba, village Kathwara, tehsil BKT	Construction & Design Services (C&DS), UP Jal Nigam	2019-20	47.54
14	Lucknow	Lucknow	Lucknow	Beautification of Ramleela Maidan, Aishbagh	UP Government Construction Corporation Ltd	2020-21	1067.17
15	Lucknow	Lucknow	Lucknow	Beautification and tourism development of Buddheshwar temple	UP State Construction Cooperative Union Ltd	2020-21	347.68
16	Lucknow	Lucknow	Lucknow	Construction work of additional part of multipurpose hall for tourist/devotees coming to Ramleela maidan, Aishbagh	UP State Construction and Infrastructure Development Corporation Ltd. (UPSIDCO)	2020-21	13.27
17	Lucknow	Lucknow	Lucknow	Beautification and tourism development of mythological place Ghurghuri ka Talab, Mohan Road, under Sarojini Nagar	UP Projects Corporation Ltd.	2021-22	157.70
18	Lucknow	Lucknow	Lucknow	Construction of boundary wall to keep the land	Public Works Department	2021-22	28.16

				registered in the name of tourism department, in tehsil Sarojini Nagar, Pargana Bijnore, village Kalli, encroachment free/safe			
19	Lucknow	Lucknow	Lucknow	Beautification of Pasi Shiromani Maharaja, Bijli Pasi Fort	UP State Construction Corporation Ltd	2021-22	177.36
20	Lucknow	Lucknow	Lucknow	Construction of drain on the banks of the pond at Ghatghata Baba pilgrimage site, village Mawai Vikas Khand Mal	UP State Construction and Infrastructure Development Corporation Ltd. (UPSIDCO)	2021-22	28.03
21	Lucknow	Lucknow	Lucknow	Repair and beautification work of the building of Manyavar Kashi Ram Tourism Management Institution, Gomti Nagar, Vikalp Khand Block-2, tehsil UP Sadar	UP State Tourism Development Corporation Ltd	2021-22	219.58
22	Lucknow	Lucknow	Lucknow	Tourism facilities and beautification work on Shiva temple in Harauni block	UP State Construction and Labor Development Cooperative Union Ltd	2022-23	90.35
23	Lucknow	Lucknow	Lucknow	Tourism Development of Baba Brahmadev temple and Hanuman temple located in village Gagan Barauli, Block Mal	UP State Construction and Labor Development Cooperative Union Ltd	2022-23	51.93
24	Lucknow	Lucknow	Lucknow	Façade lighting work in Alambagh Kothi	UP State Tourism Development Corporation Ltd.	2022-23	104.79
25	Lucknow	Lucknow	Lucknow	Façade lighting work in Alambagh Gate	UP State Tourism Development Corporation Ltd.	2022-23	112.35
26	Lucknow	Lucknow	Lucknow	Tourism development work of Badi Kali Ji temple located in Chowk ward of Lucknow North Assembly Constituency	UP State Tourism Development Corporation Ltd.	2022-23	142.12

Source: Tourism Department annual departmental activities booklet 2022-23

Table 4: Details of schemes implemented under district sector in Lucknow

S. No.	Region	Circle	District	Scheme Name	Executive entity	Financial Year	Administrative approval	Free Funds	Balance amount
1	Lucknow	Lucknow	Lucknow	Tourism development of Maharishi Valmiki temple located in Phoolwali Park, New Hyderabad	UP Project Corporation Ltd.	2021-22	19.01	19.01	0.00
2	Lucknow	Lucknow	Lucknow	Tourism development and beautification of Gopeshwar temple, located in Malihabad	UP State Construction and Infrastructure Development Corporation Ltd. (UPSIDCO)	2022-23	8.14	7.00	1.14

Source: Tourism Department annual departmental activities booklet 2022-23

Table 5: Details of schemes implemented under the Chief Minister's Tourism Promotion Scheme in Lucknow

S. No.	Congregational Name	District	Assembly Constituency	Selected Site Name	Acceptance Year	Executive Entity	Administratively Approved amount of money
1	Lucknow	Lucknow	Malihabad	Ancient Shiva Mandir, Arihander Mal	2020-21	U.P.R.N. Cooperative Union	49,30,000.00
2	Lucknow	Lucknow	Bakshi ka Talab (BKT)	Regarding the renovation of ancient Maa Lasa Devi temple, located at Akdariya Kala, near BKT	2020-21	U.P.R.N. Cooperative Union	49,14,000.00
3	Lucknow	Lucknow	Sarojini Nagar	The pond located next to Hiralal Yadav Girls Degree College, Kanpur Road, to be developed as a place of Chhath Puja	2020-21	U.P.R.N. Cooperative Union	48,92,000.00
4	Lucknow	Lucknow	Lucknow (west)	Construction of Satsang Bhawan at the ancient Sandohan Devi temple	2020-21	U.P.R.N. Cooperative Union	4,10,000.00
5	Lucknow	Lucknow	Lucknow (North)	Tourism development of basic facilities in the ancient Kali temple located in Chowk area	2020-21	U.P.R.N. Cooperative Union	48,89,000.00

6	Lucknow	Lucknow	Lucknow (East)	Beautification of pond behind Hanuman temple in Kapoorthala	2020-21	U.P.R.N. Cooperative Union	49,19,000.00
7	Lucknow	Lucknow	Lucknow (Central)	Tourism development of Nageswara Mahadev temple, Mashakganj, Rakabganj	2020-21	U.P.R.N. Cooperative Union	49,22,000.00
8	Lucknow	Lucknow	Lucknow (Cantt)	Pipra cremation Ground, Cantonment Board, Cantt	2020-21	U.P.R.N. Cooperative Union	49,30,000.00
9	Lucknow	Lucknow	Mohanlalganj	Tourism development of ancient site of Rakash Vir Baba in Samesi village	2020-21	U.P.R.N. Cooperative Union	46,16,000.00

Source: Tourism Department annual departmental activities booklet 2022-23

Renovation of Historical Monuments and Tourist Destination

In an effort to preserve its rich heritage and enhance tourism appeal, Lucknow authorities are focusing on showcasing ancient monuments across the city's heritage belt, spanning from Kaiserbagh to Hussainabad. This initiative aims to safeguard Lucknow's historical legacy and spotlight key locations ahead of significant events like UP-GIS and G20.

During the initial phase, significant efforts were directed towards the restoration of prominent landmarks such as Bada Imambara, Naubat Khana, and Residency, which have been adorned with striking facade lighting. The Husainabad Trust oversaw the restoration of Bada Imambara and Naubat Khana, while the Archaeological Survey of India (ASI) undertook the refurbishment of the Residency. Concurrently, the Lucknow Development Authority (LDA) is undertaking comprehensive illumination projects for all structures involved.

Furthering the initiative to promote Night Tourism in Lucknow, the upcoming second phase will witness the renovation of five additional monuments, including the Clock Tower, Kothi Darshwan Vilas, Rumi Darwaza, Sadat Ali Khan Tomb, and Kothi Gulistan-e-Iram. Moreover, agencies such as PWD and LMC are actively engaged in citywide beautification endeavors, encompassing initiatives like divider painting, road construction, installation of

decorative flower pots at key sites, and mural painting beneath flyovers.

MAJOR FINDINGS OF THE STUDY

The study findings underscored the profound impact of the Covid-19 pandemic on Lucknow's tourism sector, primarily affecting tourist arrivals. However, the city's revitalization efforts have yielded positive outcomes. Lucknow, the capital city, epitomizes a harmonious blend of cultural richness, historical legacy, artisanal craftsmanship, culinary delights, folklore, and contemporary infrastructure developments encompassing airports, roadways, metro connectivity, accommodations, dining options, shopping malls, and sports arenas.

Government initiatives persistently seek funding from public and private sectors to enhance the city's amenities. Restoration projects are enhancing the appeal of historical and religious sites, drawing greater visitor interest. Hoteliers have reported increased bookings, especially from domestic tourists, while tour operators and travel agents note rising inquiries about Lucknow as a preferred destination. Notably, tourists are increasing their expenditures on shopping and dining experiences during their visits to Lucknow.

Overall, the research highlights how Lucknow's revitalization efforts and commitment to preserving its cultural heritage have bolstered tourism, establishing it as an increasingly attractive destination for both domestic and international travelers."

CONCLUSION

Tourism sector is a major tertiary or service sector that is responsible for overall upliftment of a tourist destination. These factors include Gross State Domestic Product (GSDP), infrastructural development, employment rate, increase in the standard of living of people (living in the places near tourist spots), improved foreign exchange, etc. Thus, this case study states that the tourism industry in Lucknow showcases city's magnificent traditional aura along with its impressive infrastructural improvement, making it a part of modern-day lifestyle.

This unique combination of tradition and modernization offers a mesmerizing and enriching experience for the tourists, guaranteeing that the city will continue to flourish as a vibrant tourism hub in India.

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