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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	TO EVALUATE THE IMPACT OF TRANSFORMATIONAL LEADERSHIP ON ORGANIZATIONAL LEARNING <i>SAUD AHMED KHAN & WAN KHAIRUZZAMAN WAN ISMAIL</i>	1
2.	PROBLEMS AND PROSPECTS OF TOURISM INDUSTRY IN INDIA – WITH SPECIAL REFERENCE TO UTTAR PRADESH <i>DR. CHANCHAL CHAWLA & DR. VIPIN JAIN</i>	7
3.	USING ANT LION ALGORITHM FOR PORTFOLIO OPTIMIZATION ON THE BASIS OF TIME PERIOD OF INVESTMENT <i>KSHMA KAUSHAL & SUKHDEV SINGH</i>	10
4.	SAVINGS BEHAVIOR IN UNAKOTI DISTRICT OF TRIPURA: A CASE STUDY <i>SUKHARANJAN DEBNATH & PRALLAD DEBNATH</i>	14
5.	MONEY AND OUTPUT: IMPACT ON PRICE LEVEL IN INDIA DURING 1970-71 TO 2012-13 <i>M. MANIKANDAN, DR. N. MANI & DR. P. KARTHIKEYAN</i>	19
6.	ROLE OF CUSTOMER RETENTION STRATEGIES IN RETAILING SECTOR <i>DR. K.V.S.N. JAWAHAR BABU & S. KALESHA MASTHANVALI</i>	25
7.	GENDER DIVERSITY: WOMEN ON BOARD AND CORPORATE SOCIAL RESPONSIBILITY <i>DR. D. RAJASEKAR</i>	27
8.	GLOCAL FASHION: IMPACT OF GLOBALIZATION ON INDIAN GARMENT AND TEXTILE SECTOR <i>DR. MINAKSHI JAIN</i>	31
9.	SUCCESSFUL ATTRIBUTES OF FINANCIAL SERVICES TARGETED FOR WOMEN CUSTOMERS <i>PREETI AGARWAL GARG, DR. MANISHA GOEL & DR. RINKU SANJEEV</i>	35
10.	PILGRIMAGE TOURISM IN THE REALM OF FOREIGN TRADE CONCERNING ENVIRONMENTAL FACTOR (A CASE STUDY OF KANGLA SHRINE) <i>DR. N. TEJMANI SINGH & CHINGLEN PUKHRAMBAM</i>	39
11.	CORPORATE SOCIAL RESPONSIBILITY IN INDIA & THE LAW <i>DR. FAIZANUR RAHMAN</i>	44
12.	A REVIEW OF HIGHER EDUCATION ISSUES, CHALLENGES AND RESPONSES IN INDIA <i>DR. P. GURAVIAIAH</i>	49
13.	WEST BENGAL FINANCIAL CORPORATION: THE REGIONAL LEADER IN FINANCING TO MICRO, SMALL AND MEDIUM ENTERPRISES (MSME): A CRITICAL EVALUATION <i>SRI SUSANTA KANRAR</i>	54
14.	CUSTOMER SATISFACTION OR DISSATISFACTION SURVEY ON BANKING SECTOR AFTER INCREASE OF SERVICE CHARGES FROM 01-04-2017 <i>SUDIREDDY NARENDAR REDDY</i>	60
15.	ATTRITION IN GARMENT INDUSTRIES: A STUDY FROM HUMAN RESOURCE MANAGEMENT PARADIGM <i>WASEEHA FIRDOSE</i>	66
16.	GROWTH AND CHALLENGES IN RETAILING: AN INDIAN EXPERIENCE <i>S.R. NAKATE</i>	72
17.	LEADERSHIP STYLES ACROSS ORGANISATIONAL TYPES: A COMPARATIVE STUDY IN ADMINISTRATIVE AND FINANCIAL ORGANISATION <i>MADHUSMITA SAHOO & BHAKTA BANDHU DASH</i>	75
18.	EMPLOYEE ENGAGEMENT, CUSTOMER ENGAGEMENT AND FINANCIAL PERFORMANCE <i>ARUNA ADARSH & ROOPESH KUMAR B</i>	83
19.	INFLUENCE OF VARIOUS ASPECTS ON THE CHOICE OF INVESTMENT INSTRUMENTS BY THE HOUSEHOLDS <i>NC RAGHAVI CHAKRAVARTHY</i>	88
20.	THE ROLE OF SFCs IN THE INDUSTRIAL GROWTH OF THE STATES WITH SPECIAL REFERENCE OF DELHI FINANCIAL CORPORATION <i>LACHHMAN SINGH RAWAT</i>	94
	REQUEST FOR FEEDBACK & DISCLAIMER	98

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PROBLEMS AND PROSPECTS OF TOURISM INDUSTRY IN INDIA – WITH SPECIAL REFERENCE TO UTTAR PRADESH

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ABSTRACT

The tourism/excursion industry has developed as brace of the largest and quickest developing financial segments universally. It's commitment to the worldwide GDP and business has expanded altogether. The excursion/tourism industry in India has developed as twosome of essential drivers of development along with the service industry in India. Excursion/Tourism in India is a sunrise enterprise, an occupation originator, a noteworthy wellspring of remote trade for the nation and a pecuniary endeavour that helps neighbourhood and legion corporations. Increased salary tiers and evolving methods of life, development on differing tourism/excursion offerings and arrangement or pecuniary aid through the legislature are holding a quintessential portion in shaping the journey and tourism/excursion zone within India. In any case, the division is confronting difficulties, for example, absence of good quality tourism foundation; worldwide concerns in regards to wellbeing and security of travellers, unique traveller impose structures crosswise over different states and setback of sufficiently prepared and talented labor. Coordinated endeavours by all partners, for example, the central and the regimen governments, non-public area and the communities elsewhere are appropriate for feasible advancement and support of the excursion/tourism division in the nation. The current study has been an undertaking to highlight the precept possibilities and problems of tourism in Uttar Pradesh. The advancement of tourism within the regimen amid the globalization period has additionally been broken down on the basis of a few optional facts. The results shows the prospects that are mostly liked for excursion/tourism in Uttar Pradesh.

KEYWORDS

transportation, excursion/tourism, traveller, problems and prospects.

INTRODUCTION

In spite of the fact that the whole northern place of India has gigantic excursion/tourism angle, the excursion/tourism commercial enterprise inside the vicinity continues to be miles to visit misuse the best possible possibilities. This is because of reviling of character and absence about appropriate consideration of the crucial authorities. The state and furthermore the entire northern territory of India have been subjected to century long dismissal. In reality, still, after passing of subsequent years of country's autonomy, a similar kind of central indifference of interest is being preceded to the region. The Indian excursion/tourism and inure enterprise has risen as twosome of essential driver development amid the economic areas in our nation. It gives a few financial advantages and subsequently holds a vital significance in Indian economy. Considering the rich social and chronicled legacy, assortment in environment, territories and spots or regular excellence spread over the nation, this division is an immense group puller and has seen a consistent development before decade. An extensive business generator, the travel and tourism industry is a major wellspring of remote trade era for the nation. Uttar Pradesh, the heartland of India, rules the nation in culture, religion, dialect and legislative issues. Arranged in the incomprehensible hot plain of the Ganges, it brags of a history that is especially the historical backdrop of India, and its sanctuaries and landmarks – Buddhist, Hindu and Muslim – are among the most great in the nation. The state, abutting Delhi has dependably been near India's energy focus.

LITERATURE REVIEW

P C Sinha (2002) in his book titled "Tourism Transport and Travel Administration" concentrates on different significant issues with respect to current worldwide tourism. It examines the issues identifying with transportation of voyagers. It considers different issues identifying with request and inspiration or tourism travel administration. The book examined in detail the different methods of transport like rail, street, water and air transport and their issues. Jolt reaction model of purchaser conducts connected in this review to examine the elements impacting the individual enthusiasm of voyagers. The socio-cultural variables which impact the visitor conduct are studies in detail. Essential and optional information are utilized as a part of this review. Factual strategies like the relationship, relapse, and so on are connected for examining the information. Talk with cum poll calendar is utilized for gathering essential information.

The work of **Krishan K Kamra and Mohinder Chand (2004)** titled "Basics of Tourism Theory, Operation and Practice" shows the various entomb – related measurements of the tourism business. The tourism business has relentlessly obtained an undeniably huge part in the worldwide economy. The book likewise covers the different qualities required for the tourism items and builds up another way to deal with the tourism business. It examinations the request and supply of tourism items in the changing worldwide market. Essential and optional information are utilized as a part of the review. Factual apparatuses like change, relapse, and drift examination and so on are utilized for investigating the information.

The book titled "International Tourism – Issues and Challenges" altered by **D S Bhardwaj, Manjula Chaudhary, S Boora, R H Taxak, Krishnan K Kamra, Ravi Bhusan Kumar and Mohinder Chand (2006)** attempt to investigate the issues and issues in the administration of tourism industry, especially in accommodation. In his review, the creators assess the business probability of the neighbourliness business in India. It ought to be noticed that in the worldwide economy, tourism is required to be the main employment maker in the following decade and India would need to take genuine activities to profit it. The buy of Indian products and handiworks by visitors expanded valuation for our specialty and culture advantages to the general population and the country. The execution of the lodging business is firmly connected to the condition of the economy and the inflow of vacationers into the nation. The review infers that the principal issue confronted by tourism industry is consumer loyalty. Now and again, nourishment quality, administration, and settlement offices are not attractive in Indian inns. So it is important to enhance the administrations in the tourism business in the nation.

The review titled "Visitor Behavior - Themes and Conceptual Schemes" by **Philip L Pearce (2006)** investigations the different issues in the administration of traveller conduct. This book is an expert approach in the field of visitor conduct. This work gives a far-reaching perspective of the social contacts and connections that sightseers may involvement. It likewise checked on how voyagers manage other individuals while voyaging. The correspondence among the sightseers, their companions, and contacts was seen as the center component for understanding oneself and has been accomplished in happiness, fulfilment, learning and expertise advancement. The work, for the most part, relies on upon the optional information.

Motiram (2007) in his review on "Globalization: Potentials and Prospects of Mass Tourism in India" has depicted the effect of globalization on mass tourism in India that is, Beach Tourism, Mountain Tourism, and Religious Tourism. The review highlights that because of globalization, the tourism business has created greater work and more outside trade profit. Promote, it encouraged framework improvement in the nation. The scientist has called attention to that India is the third quickest developing travel and tourism economy on the planet after Montenegro and China. The creator has proposed that India must create tourism foundation to pull in worldwide travelers in huge numbers.

Manish Srivastava (2009) in his article on "Surveying International Heritage Tourist Satisfaction in India" has expressed that India is presently progressively observed as a colorful goal offering a blend of culture, history, and condition of workmanship luxuries to the worldwide explorer. As per him, legacy tourism is a rich ground for practicing innovative abilities, encouraging extraordinary sorts of relations between the guests and the host of the populace and between the voyagers and nature. While the worldwide visitors are more happy with sustenance, in and individuals of India, a profound feeling of disappointment can be seen as to framework. There is a disappointment as for terrible street conditions, over the top deferrals at movement counters, awful air terminal offices, and nonappearance of sign sheets, unlawful aides and poor support of legacy spots. Be that as it may, the sightseers are particularly happy with aides endorsed by the administration.

Edmund Goh (2010) in his article titled, "Understanding the Heritage Tourist Market Segment" has demonstrated that sightseers are inspired diversely in choosing to visit legacy locales. Besides, practical, typical, experiential affiliations and general brand states of mind are distinguished as key brand picture relationship towards legacy goals.

KR. Diganta Mudoi (2011) in his article entitled, "Tourism Sector in North East Region of India" has proposed that it is more vital to make a quiet air with the goal that voyagers can make the most of their stay in a visitor range. The review has additionally expressed that keeping in perspective of the inadequacies of tourism development and the improvement possibilities of this industry in work era; ample opportunity has already passed to make dire moves to the administration of each state to help the tourism division in their district.

Archana Bhatia (2013) in her article entitled, "SWOT Analysis of Indian Tourism Industry" has examined that tourism today is a recreation movement of the masses. Along these lines, an endeavor is made in this exploration paper to examine the qualities, shortcomings, openings and dangers of Indian tourism industry so that the same can be used to build its remote footfalls. India which is blessed with a fortune of excellence spots normal and man-made can't gloat of a solid inflow of remote sightseers. Tourism industry holds an extraordinary potential to thrive in India gave its social and recorded heritage is legitimately dealt with. Along these lines, the service of tourism can examine the qualities and shortcomings of Indian tourism industry and furthermore investigate the positive open doors coming to its direction and limit the impacts of the dangers postured so that Indian tourism industry can be profited from it. As the UNWTO highlights have likewise uncovered in their review that there will be a move in the worldwide pattern of remote traveler landing from cutting edge economies to developing economies and India being a piece of the last ought to, along these lines, be sufficiently prepared to get the products of this open door coming its direction.

Ravi Bhushan Kumar (2014) in his article entitled, "Journey Tourism in Kurukshetra (Haryana): A Sustainable Development Approach" has said that tourism is one of the greatest and quickest developing monetary divisions in the worldwide economy and has huge ecological, social, social, and financial impacts, both positive and negative. Journey tourism is one of the pre-essentials of accomplishing maintainable improvement, which can be taken as a solution for overseeing tourism impacts. This paper concentrates on the practical advancement of journey tourism in Kurukshetra arranged in the condition of Haryana. Kurukshetra has been a rising traveler spot because of its radiantly assorted religious visitor potential and rich social legacy. The primary targets of the review are the arrangement of vacationer ranges, to highlight the variables making obstructions in the practical advancement of tourism and recommend appropriate measures for feasible improvement of journey tourism in Kurukshetra. A field based orderly study was completed at chosen tourism spots in the review region. The consequence of the review brings possible proposals and suggestions for further improvement of tourism in this district.

METHODOLOGY

The nature of the study is exploratory in nature as it identifies the problems and prospects of tourism in Uttar Pradesh. The study was concise to find out which places are prospects for tourism in Uttar Pradesh the problems faced during tour by the people. Convenient sampling method was used for the study and sampling consisted of visitors of the places. The most liked places and problems were the main findings of the study.

FINDINGS

PROSPECTS OF TOURISM IN UTTAR PRADESH

Uttar Pradesh is gifted with a different range of excursion/tourism contributions. These are spread through from marvel of the universe "Taj Mahal – Agra" to special artistic and sacred places of unrest such as – "Mathura, Vrindavan, Goverdhan, Awadh, Ayodhya," etc. The regimen is well-known for:

- Uttar Pradesh, the regimen which is homesteads twosome of marvel of the universe "TAJ MAHAL" and a centre of attraction as well for love couples and newly married couples.
- Uttar Pradesh is home to some critical Hindu explorer focuses of India viz. Krishna Janambhoomi in Mathura, Ram Janambhoomi in Ayodhya, Maa Vin-dhyavasani in Vindyanchal range and so on many others.
- Uttar Pradesh is also fond of vital destinations identified with the life of "Lord Buddha viz. Kapilvastu, Sarnath Temple, Shravasti, Kaushambi, Sankisa and Kushinagar".
- Uttar Pradesh has aplenty of remarkable natural life particularly in the "Terai" area of "Dudhwa National Park and Pilibhit Tiger Reserve", that is blessed by means of special botanical and distinguished animals.
- "Dudhwa National Park" regarding Uttar Pradesh is the predominant secured region where people can see "one horned rhinoceros" alongside country wide brute tiger. It is additionally the primary vicinity in the nation where people visit to have a look on five types of deers viz., "Sambhar Deer, Swamp Deer, Spotted Deer, Barking Deer and Hog Deer".
- Uttar Pradesh has some extremely intriguing and probable sightseeing trails, for example, The City of Nawabs, Lucknow – Bara Imambara, Chota Imambara, hazaratgunj, Museum, etc.; Religious Capital, Varanasi – River Ganges, Kashi Vishnath Temple, Chunar Fort, Banaras Ghats etc.; Ancient City also known as Prayag, Allahabad – Treveni Sangam, Khusro Bagh, Allahabad Fort, Patalpuri Temple, etc.; Manchester of the nation, Kanpur – the biggest city in the regimen – Biddha Bargad, Jajmau, Jain Glass Temple, Mecca Masjid, etc.; Buddhist pilgrim center – Kushinagar – Sun Temple, Ramabhar Stupa, Wat Thai Temple, etc.; Rhino – Tiger pilgrim center – Dudhwa National Park, and so on.
- The cooking of Uttar Pradesh is likewise as diverse as its natural features. The ruling kind of Uttar Pradesh is Awadhi, celebrated far and wide around the globe for its Dumpukht (sustenance cooked on direct fire).

PROBLEMS OF UTTAR PRADESH TOURISM

- Lacking bolster framework at vacationer goals
- Deficient street, rail and air availability to different visitor places
- Deficient accessibility of inn rooms
- Deficient accessibility of talented work
- Constrained accessibility of sterile and quality sustenance outlets, eateries
- Inadequate cleanliness at visitant places and surroundings together with absence of fresh open bogs
- Poor visitor organization at the site, especially at religious spots.
- Absence of protection of Heritage sites
- Constrained accessibility of affirmed visitor guides
- Badgering of visitors from lowlifes and infamous components
- Wellbeing of visitors

CONCLUSION

The tourism/excursion industry has developed as brace of the largest and quickest developing financial segments universally. It's commitment to the worldwide GDP and business has expanded altogether. The excursion/tourism industry in India has developed as twosome of essential drivers of development along with the service industry in India. Tourism in India is a crackdown enterprise, an occupation originator, a noteworthy wellspring of external trade for the nation and a pecuniary endeavour that helps nearby and swarm assembly. India is a tourism item who is absolute of its excellence, distinctiveness, prosperous lifestyle and chronicle has been forcefully seeking after the advancement of excursion/tourism mutually universally and in addition to the household advertises. With expanding visitor inflows in the course of recent lifetime, it is a critical supporter of Indian pecuniary endeavour also. Increasing pay scales and evolving ways of life, advancement of assorted excursion/tourism assistance and strategy and administrative shore up by the legislature are assuming an urgent part in forming the travel and tourism area in India. Be that as it may, the segment is confronting difficulties, for example, absence of good quality tourism foundation, worldwide concerns with respect to wellbeing and security of sightseers, different traveller assess structures crosswise over different states and deficiency of satisfactorily prepared and gifted labor. While a few arranges and projects have as of now been conceived for handling these difficulties, fruitful usage would be basic to quicken development. Purposeful endeavours by all partners, for example, the central and regimen governments, non-public sector and the assembly everywhere are correlated for practical advancement and unkeep of the excursion/tourism segment within the nation.

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