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**TOURISM IN BANARAS
PROBLEMS, PROSPECTS AND PLANNING FOR DEVELOPMENT**

Poushali Halder

Tourism in Banaras

Problems, Prospects & Planning for Development



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DEVELOPMENT

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TOURISM IN BANARAS: PROBLEMS, PROSPECTS AND PLANNING FOR DEVELOPMENT

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PREFACE

Typically, a dissertation is a long formal paper written under guidance by a faculty supervisor on a particular topic, and it involves extensive research and writing. As a student of Banaras Hindu University, I got the chance to explore Banaras. As I turned around, my interest in tourism in Banaras increased day by day. When I explored Banaras, different problems were observed, which should not be expected from a tourist hub. I think a tourist hub like Banaras needs a proper plan to solve the present-day problems related to tourism. Being a Planning student, I have selected “**Tourism in Banaras: Problems and Planning for Development**” as my dissertation topic. With the help and encouragement of my supervisor, friends, seniors, & family members, I have completed my field report.

I have done this fieldwork by collecting some primary data and secondary data from different sources. For my convenience, I have divided the whole work into ten chapters, and all of these are co-related. Chapter 1 deals with the conceptual background related to Tourism. I have tried to establish the basics like the problems of my study, the significance of the study, etc. After that, in Chapter 2, I reviewed some literature that helped me build up my concepts. Chapter 3 deals with the Research Methodology, where I have explained my methodology by dividing it into 3 phases. In Chapter 4, details about the study area have been elaborated on with different aspects. To get to know about the potentiality of the tourism sector, these aspects are important. The next chapter, Chapter 4, deals with the history of tourists in Banaras and the different kinds of tourist spots in Banaras. Then, an elaboration of the present-day scenario, pattern, and composition of tourists in Banaras, is described in Chapter 5. After knowing about the pattern of tourists in Banaras, the most important chapter for this fieldwork is Chapter 7, which deals with the problems related to tourism in Banaras. As a planning student, identifying the problems is the most vital part. And lastly, based on the problems faced by the tourists and tourist spots, I have proposed some recommendations and plans to solve those alarming problems. By elaborating on the facts as mentioned above, I have been able to establish the basis and main purpose of my fieldwork.

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CHAPTER 1:

INTRODUCTION & CONCEPTUAL FRAMEWORK

Tourism is the activity of spending time away from home to pursue rest, relaxation, and pleasure while taking advantage of the commercial provision of services. It is, therefore, the product of modern social arrangements, which began in western Europe in the 17th century, although it has ancient precedents. Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customer needs and desires. The customer's satisfaction, safety, and enjoyment are the main priorities of tourism; business tourism is a concept that has arisen primarily in Western Europe. However, we are all familiar with the term in today's world. Not only for relaxation, but this new concept is also now part of our education.

Now Tourism boosts the economy's revenue, creates thousands of jobs, develops the infrastructures of a country, and plants a sense of cultural exchange between foreigners and citizens. Moreover, the number of jobs created by tourism in many different areas is significant.

1.1 DEFINITION OF TOURISM:

The first definition of Tourism was coined by Guyer Feuler, in 1905. The term "tour" comes from the Latin word Tornus, meaning “a tool for making a circle”.

ACCORDING TO the WORLD TRADE ORGANISATION (1993), “Tourism refers to the actions of people who travel and stay in areas outside of their typical surroundings for less than a year for leisure, business, or other reasons..”

ACCORDING TO THE ROME CONFERENCE on tourism in 1963 defined tourism as ‘ a visit to a country other than one’s own or where one usually resides and works. On the other hand, domestic tourism has grown in importance as a source of revenue and jobs for the hospitality industry.

CHAPTER 3: RESEARCH METHODOLOGY

Research Methodology is a specific technique, method, or process for Data selection, Data collection, and Data analysis on a particular topic. For a detailed study of the research methodology, we can classify the overall process into 3 Categories. Categories are –

3.1. PRE-FIELD RESEARCH METHODOLOGY	3.2. DURING FIELD RESEARCH METHODOLOGY	3.3. POST FIELD RESEARCH METHODOLOGY
<ul style="list-style-type: none"> • Selection of Study Area • Problem Identification • Topic selection • Literature Reviews • Questionnaire Making • Sample Size Selection • Methods of Sampling 	<ul style="list-style-type: none"> • Primary data collection • Secondary data collection 	<ul style="list-style-type: none"> • Data Analysis • Data Interpretation • Recommendation & • Planning

3.1. PHASE I: PRE FIELD RESEARCH METHODOLOGY:

Pre-field research methodologies include – Topic selection, Identification of problems, Literature Review, Questionnaire Making, Sample Size Selection, and Methods of Sampling.

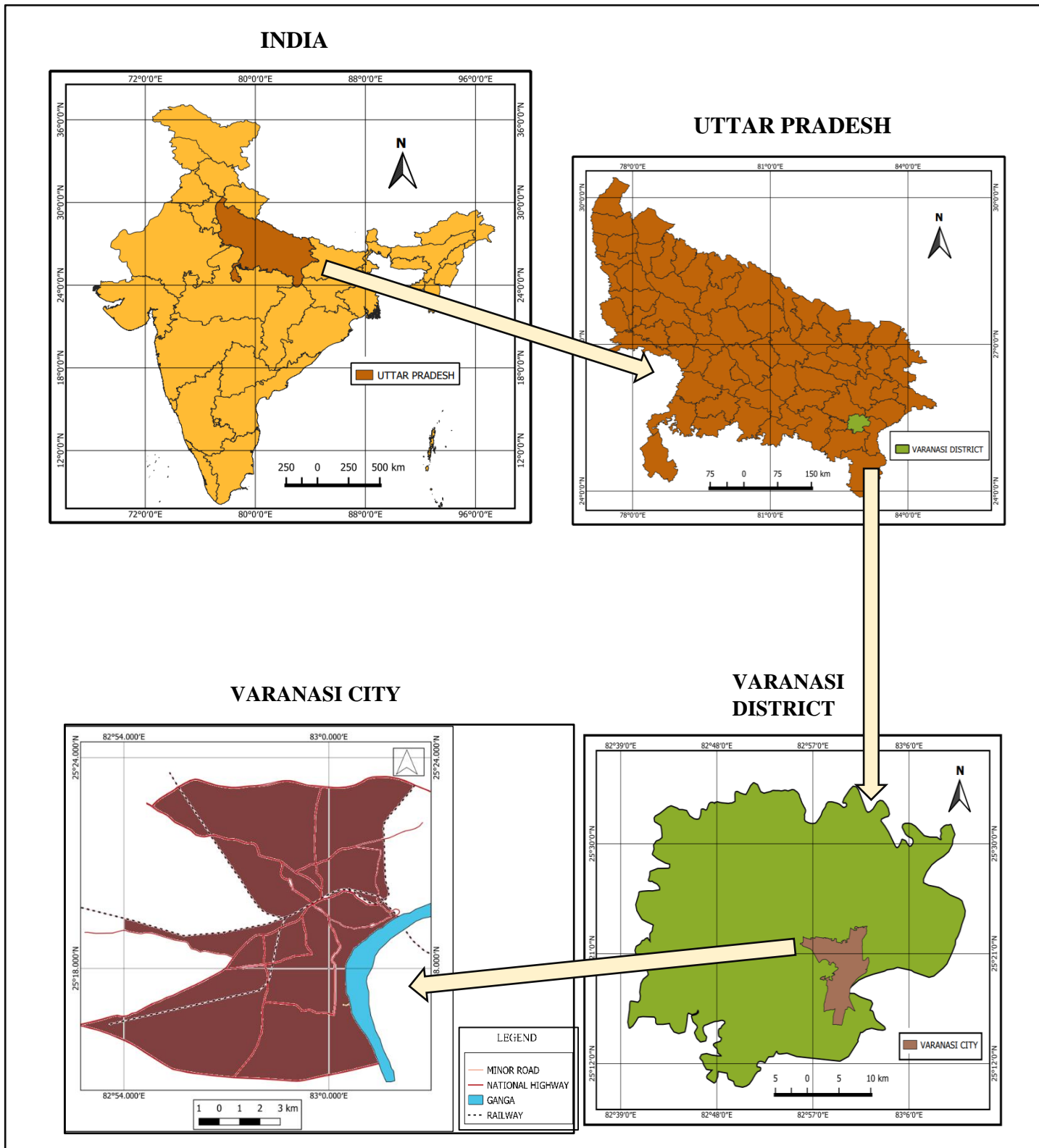
Topic Selection, Problem Identification, and Literature Reviews have been discussed previously. Now rest of the steps are discussed below.

➤ **QUESTIONNAIRE MAKING:** Despite staying in Banaras, Because of this Pandemic situation and government restrictions, I couldn't survey with my physical presence. So I choose the MAIL QUESTIONNAIRE method for Data Collection through Google Form.

Some of the questions are Close Ended. For example, 'Multiple Choice,' 'Yes' or 'No,' Linear Scale is used for close-ended questions.

Some Open-Ended questions are there to get some static answers from the respondents.

LOCATION MAP



Source: Created on QGIS, 3.18.3, by compiling maps obtained from: www.bhukosh.gis.gov.in, www.bhuvan.nrta.gov.in, www.geodata.lib.utexas.edu and using OSM Standard

FIG NO. 4.1: LOCATION MAP

MAPS OF VARANASI, RELATED TO PHYSICAL ASPECTS

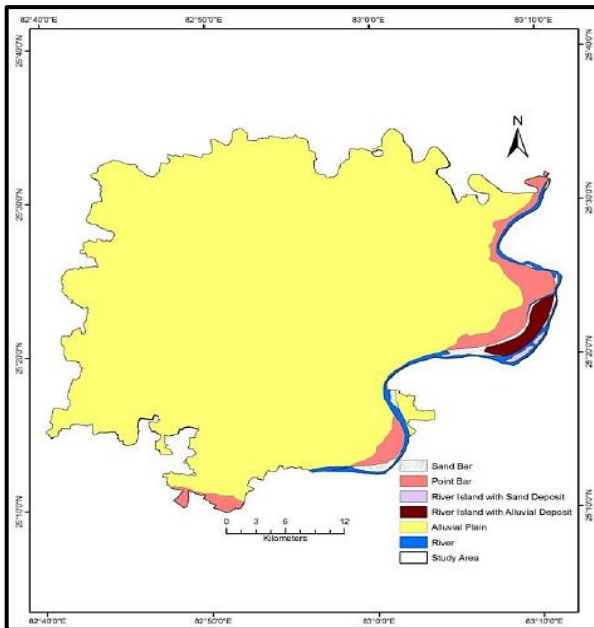


PLATE NO. 4.1: GEOMORPHIC FEATURES OF VARANASI DISTRICT

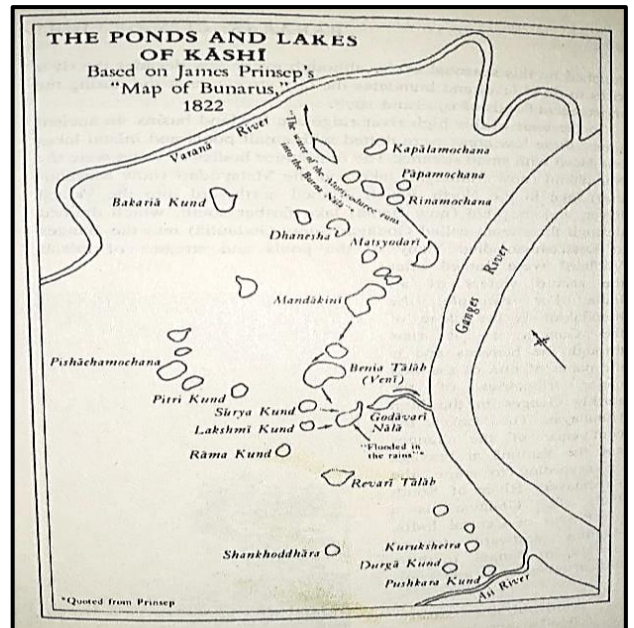


PLATE NO. 4.2: THE PONDS AND LAKES OF OLD CITY AREA: VARANASI

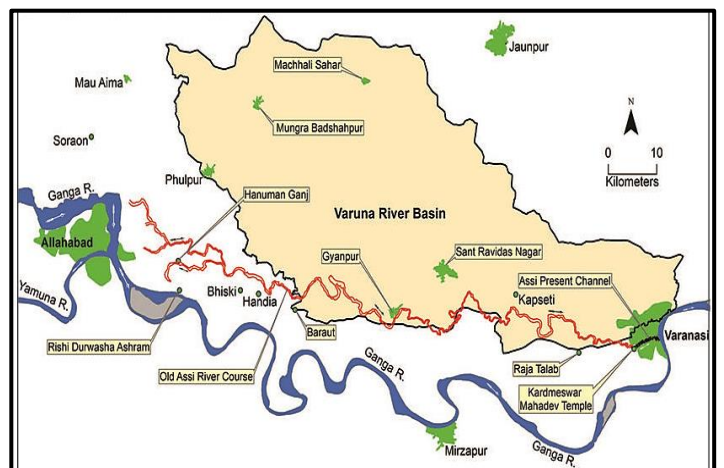
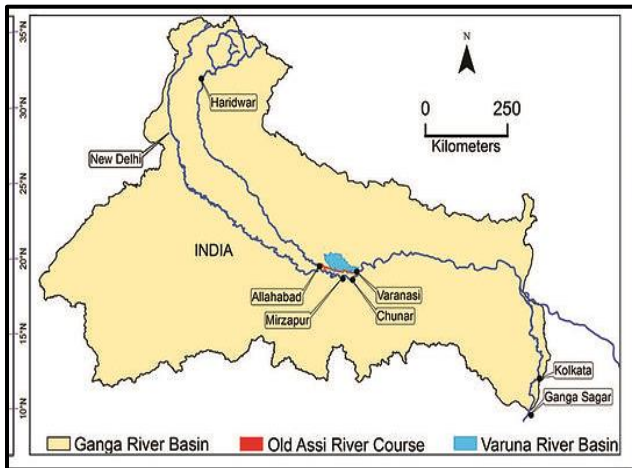
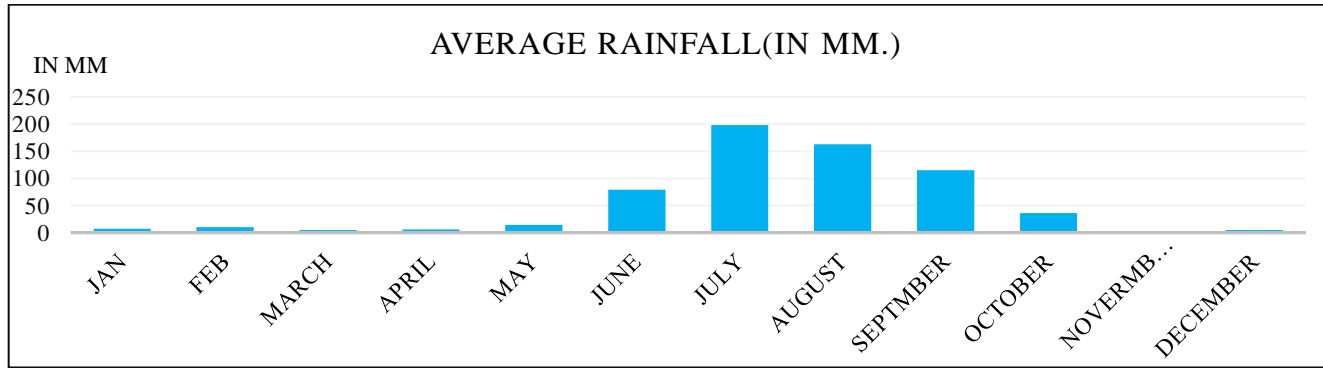


PLATE NO. 4.3: GANGA, ASSI, VARUNA RIVER BASIN: VARANASI

SOURCE FOR PLATE NO. 4.1 & 4.3: Palaeo and present channel of Assi river, Uttar Pradesh, India - Scientific Figure on ResearchGate. Available from: https://www.researchgate.net/figure/Top-Location-map-showing-Assi-river-palaeochannel-red-Varuna-river-basin-within-the_fig7_339413192 [accessed 14 Jul, 2021]

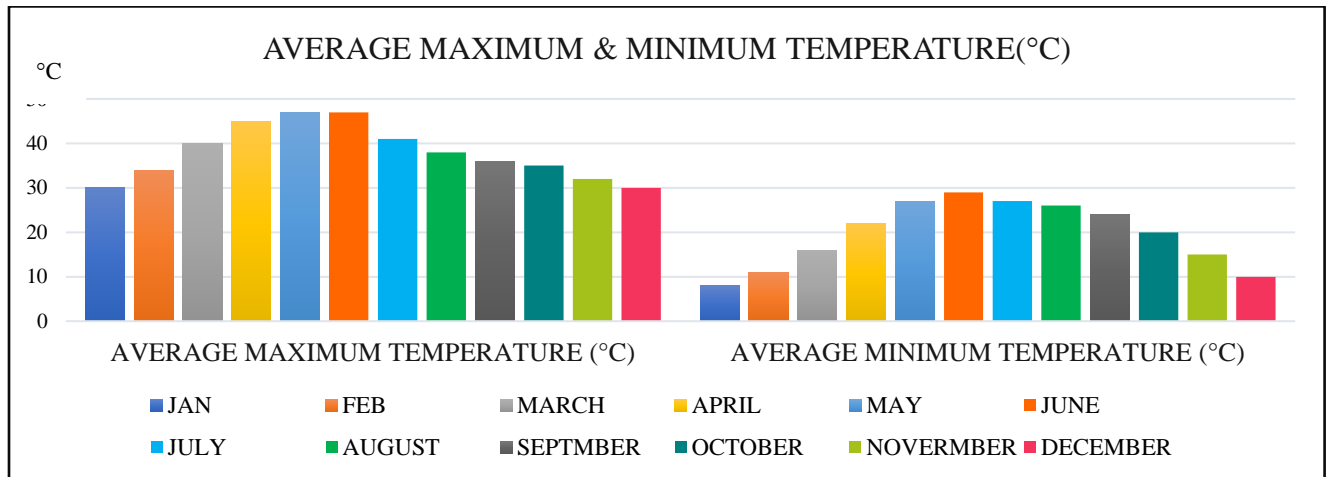
SOURCE FOR PLATE NO. 4.2: BANARAS, CITY OF LIGHT; ECK. L. D(1983)

AVERAGE CLIMATIC CONDITION OF VARANASI



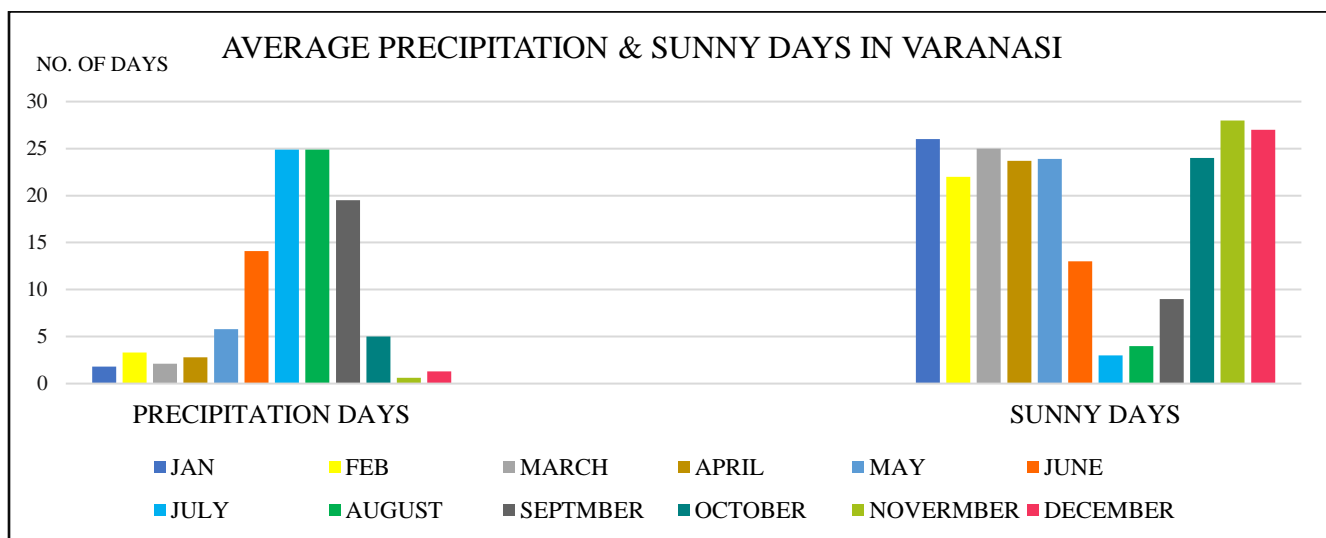
Source: METEOBLUE

FIG NO. 4.2: MONTHLY AVERAGE RAINFALL OF VARANASI (IN MM)



Source: METEOBLUE

FIG NO. 4.3: MONTHLY AVERAGE MAXIMUM & MINIMUM TEMPERATURE OF VARANASI (°C)



Source: METEOBLUE

FIG NO. 4.4: MONTHLY AVERAGE PRECIPITATION & SUNNY DAYS IN VARANASI

FAIR AND FESTIVAL OF BANARAS



Source: sivratri <https://www.indiaeve.com/event/Mahashivratri-in-Varanasi>

PLATE NO. 4.20: A SCENIC VIEW OF GHAT DURING MAHASIVRATRI: VARANASI



A view of ganga mahotsav varanasi

Source: <https://www.varanacitytour.com/cultural/festivals-events/ganga-mahotsav-rituals-celebration-banaras/>

PLATE NO. 4.21: A VIEW OF GANGA MAHOTSAV : VARANASI



Source: Times Of India

PLATE NO. 4.22: A SCENE OF RAMLEELA: VARANASI



SOURCE: Times

PLATE NO. 4.23: CELEBRATION OF MASAN HOLI WITH CHITA BHASMA : VARANASI



IMAGE CREDIT: sunil yadav

SOURCE: <https://www.patrika.com/varanasi-news/world-famous-nakkataiya-of-chetganj-varanasi-photos-1-1889427/>

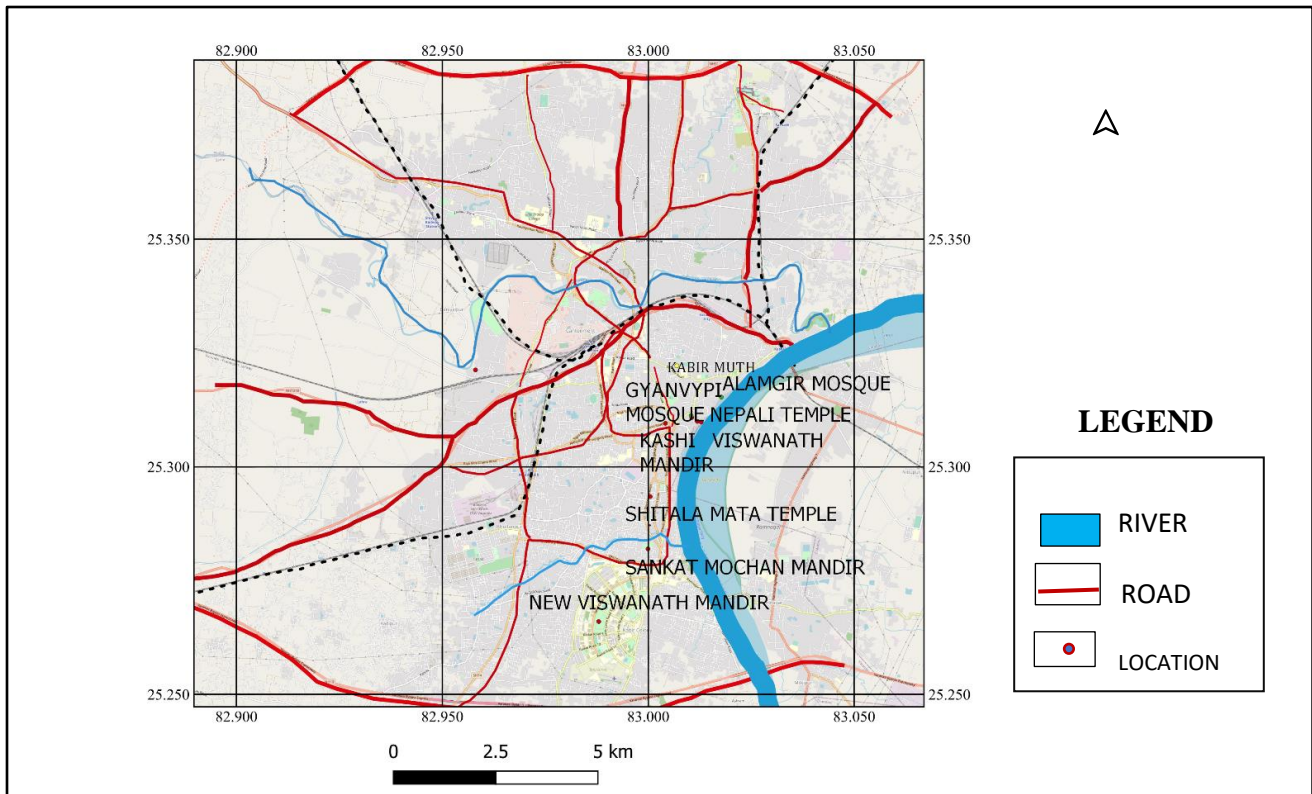
PLATE NO. 4.24: NAKKATAIYA : VARANASI



Source: <https://newstrack.com/uttar-pradesh/bharat-milap-mela-will-not-held-in-varanasi-400-years-tradition-broken-due-to-corona-crisis-694085.html>

PLATE NO. 4.25: BHARAT MILAP UTSAV : VARANASI

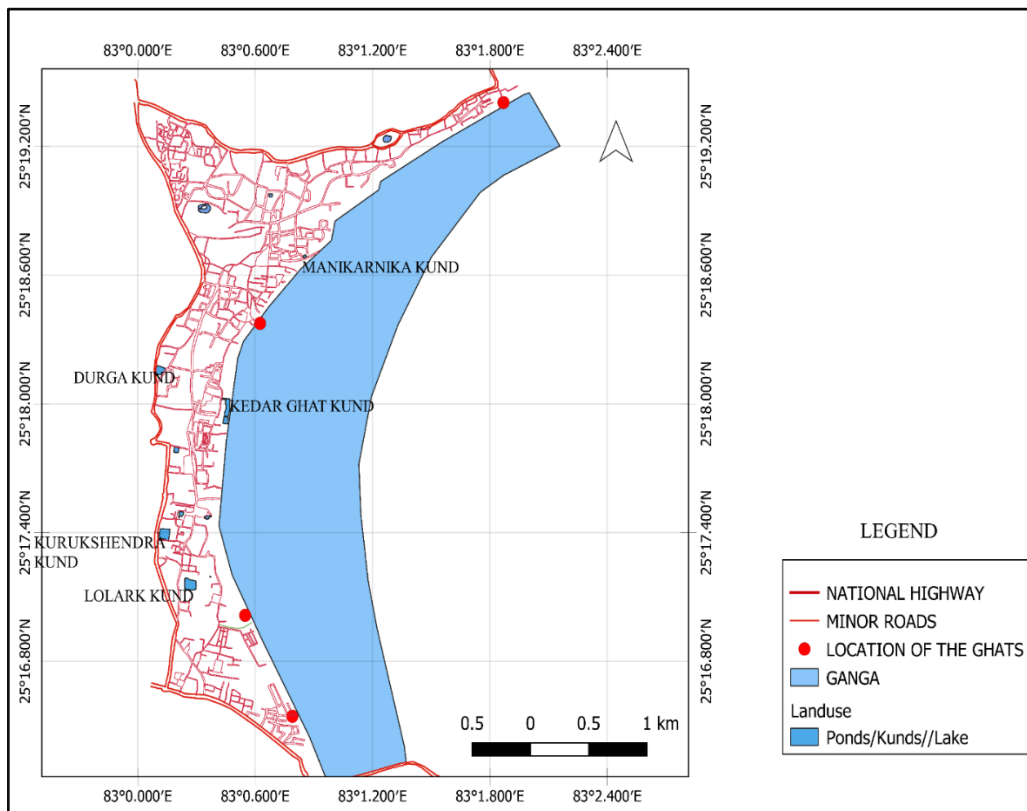
LOCATION MAP OF TEMPLES AND MOSQUES



Source: created on QGIS 3.18.3, by using OSM Standard.

FIG NO. 5.1: LOCATION MAP OF TEMPLES, MOSQUES: VARANASI

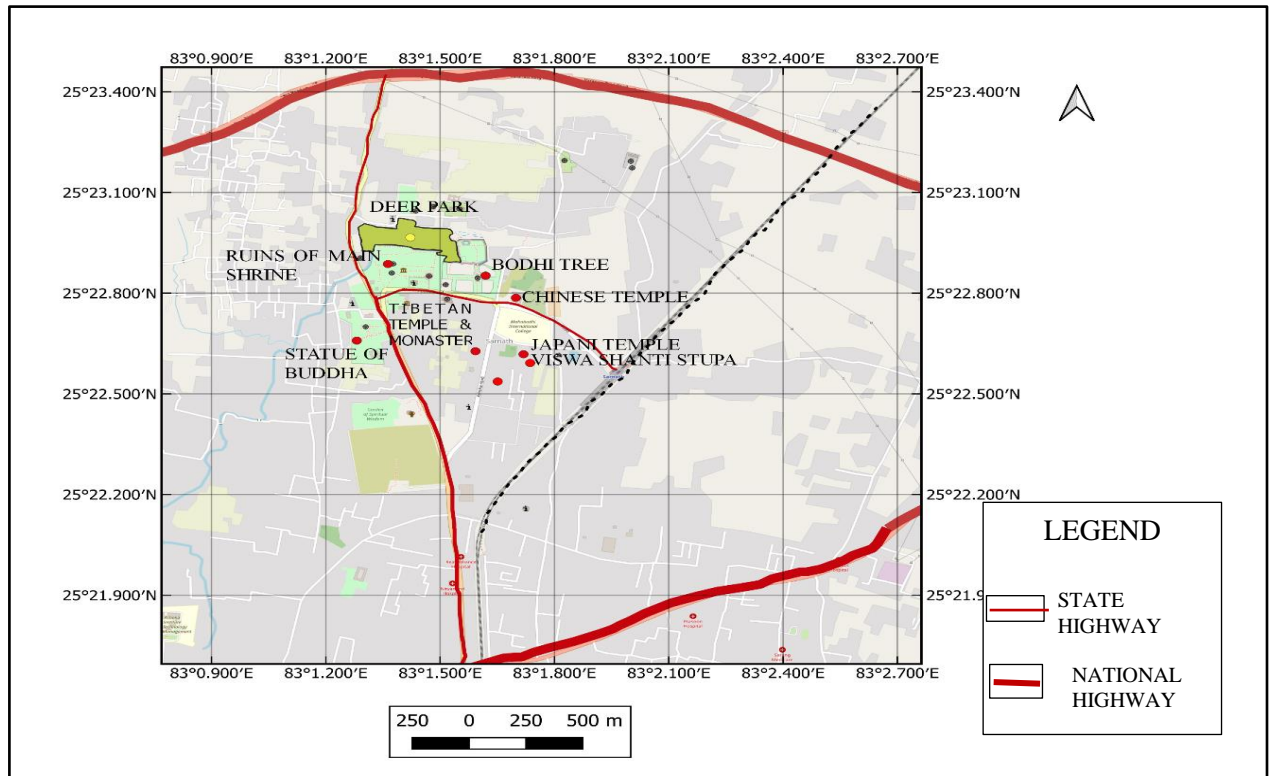
KUNDS OF VARANASI



Source: created on QGIS 3.18.3, by using OSM Standard.

FIG NO. 5.2 : KUNDS OF VARANASI

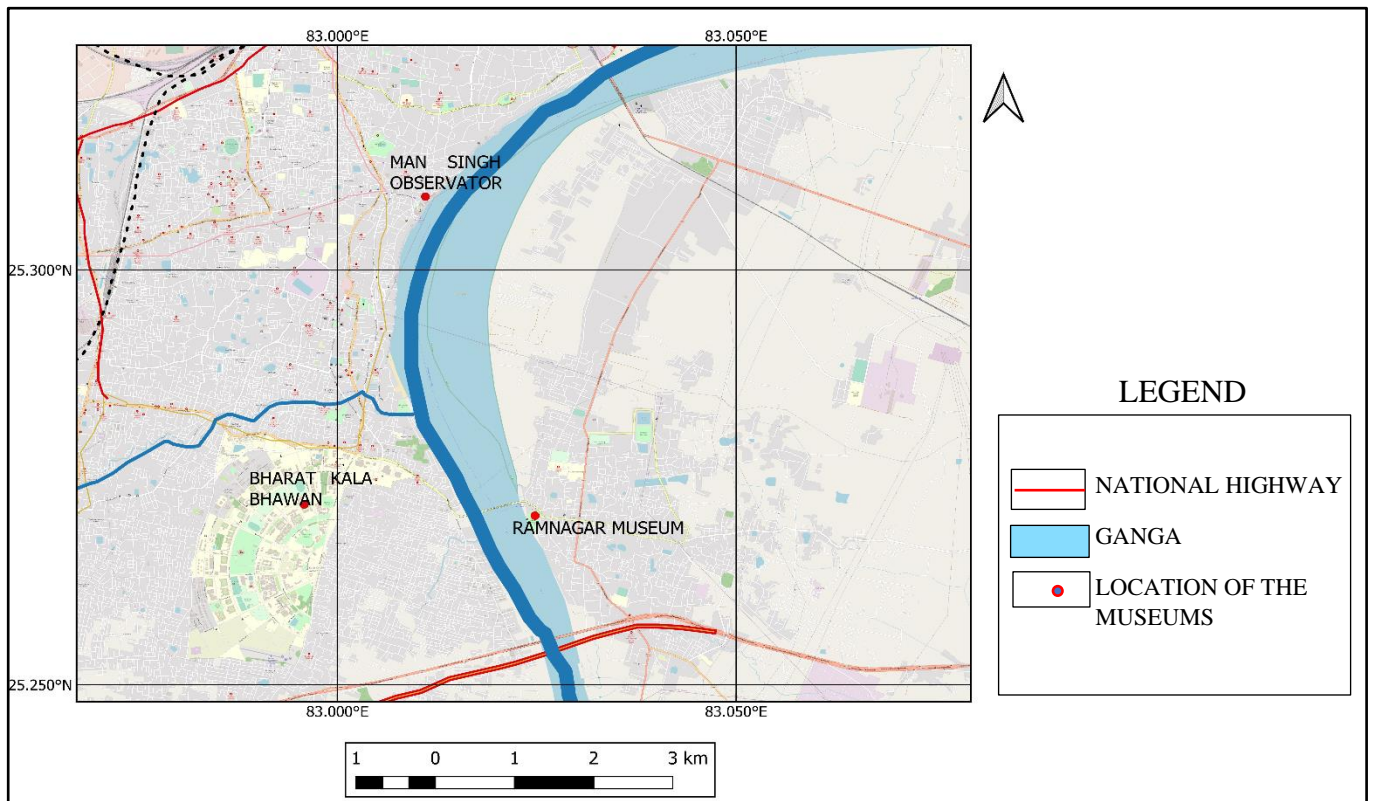
LOCATION MAP OF SARNATH AND NEARBY TOURIST SPOTS



Source: created on qgis 3.18.3, by using OSM Standard

FIG NO. 5.3: LOCATION MAP OF SARNATH AND NEARBY TOURISTS SPOTS

LOCATION MAP OF MUSEUMS OF BANARAS



Source: created on QGIS 3.18.3, by using OSM Standard

FIG NO. 5.4: LOCATION MAP OF MUSEUMS OF VARANASI

6.1.2 GROWTH RATE OF THE TOURISTS:

The growth rate of tourists has a declining trend from 2014 to 2015 and 2015 to 2016. But From 2016 to 2017, the highest growth rate of tourists is observed. The trend line also shows the increasing trend of growth.



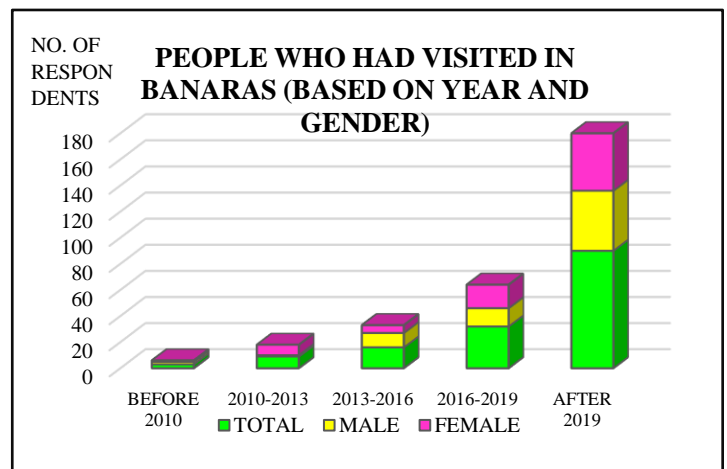
Data Source : District Development Plan, Varanasi. 2019

FIG NO. 6.2: TOURISTS GROWTH RATE(FROM 2014-2017): VARANASI

6.1.3 PEOPLE WHO HAD VISITED BANARAS BASED ON YEAR AND GENDER:

Collecting the Primary Data through Mail Questionnaire, I got 150 respondents. Among them 55% of the respondents are Male and 45% are Female. Most of the people who had been visited Banaras came from West Bengal, Uttar Pradesh, Maharastra and most of them are Hindu.

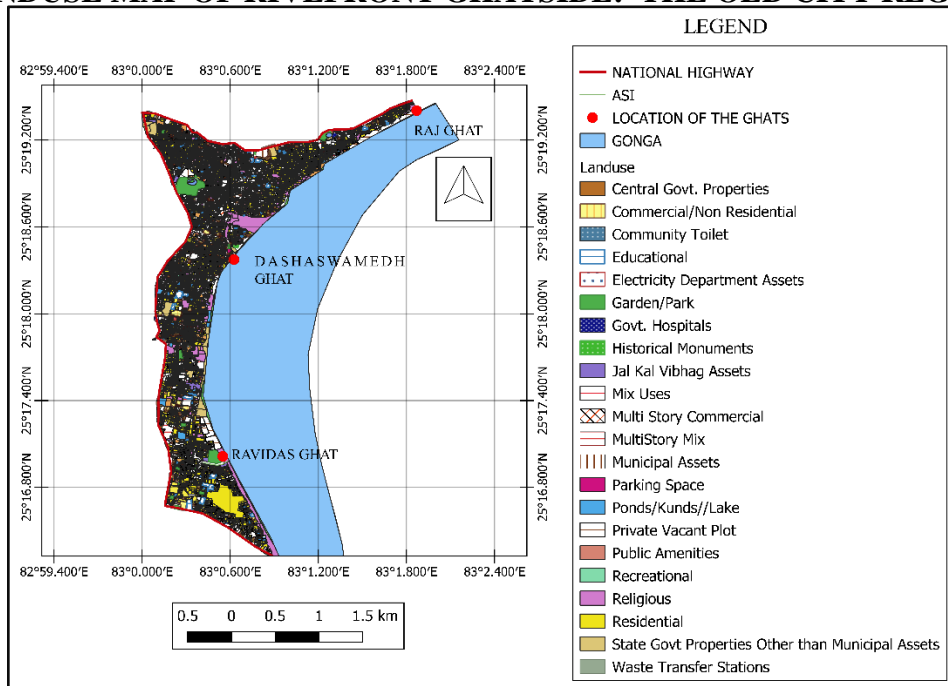
If we observe the data, then as a result we can observe that most of the respondents had visited Banaras in 2019 and the trend of the tourist's inflow is increased yearly.



Source: Field Survey

FIG NO. 6.3: NO. OF PEOPLE WHO HAD VISITED BANARAS (BASED ON YEAR AND GENDER)

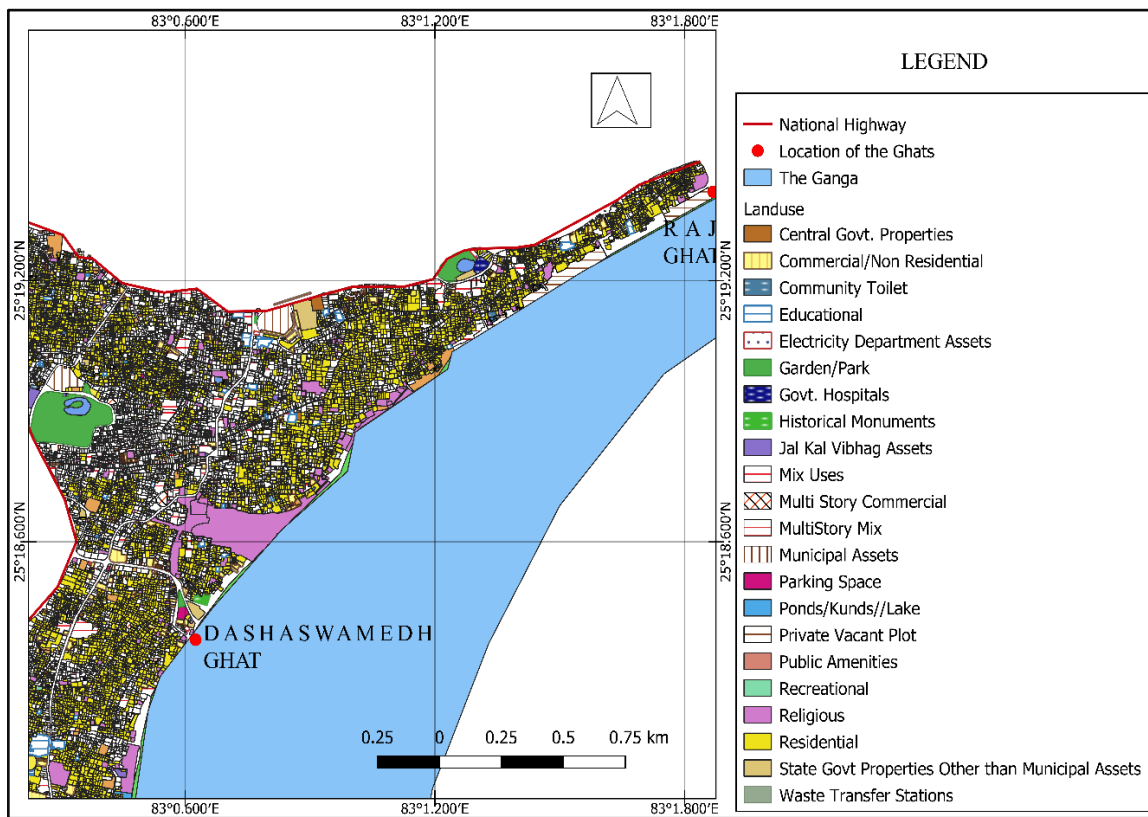
LANDUSE MAP OF RIVERFRONT GHATSIDE: THE OLD CITY REGION



Source: Created On QGIS, 3.18.3 BY Compiling Maps Obtained From <https://bhukosh.gsi.gov.in/bhukosh/>

FIG NO. 7.11: LANDUSE MAP OF RIVERFRONT GHATSIDE: VARANASI

DETAILED LANDUSE FROM RAJA GHAT TO DASHASWAMEDH GHAT



Source: Created On QGIS, 3.18.3 By Compiling Maps Obtained From <https://bhukosh.gsi.gov.in/bhukosh/>

FIG NO. 7.12: DETAILED LANDUSE MAP FROM RAJA GHAT TO DASHASWAMEDH GHAT

CHAPTER 9 :

SUMMARY AND CONCLUSION

As an old historical city, Banaras is famous for its architecture, history, natural beauty, and many more things. To understand Banaras, people should read out different kinds of perspectives, e.g Banaras as an old city, Banaras as a Cultural Capital of India, Banaras as a Sacred city, etc. If we blend all these perspectives, then the original outcomes will emerge. During the exploration then people can feel the original vibe of Banaras. A culturally rich city, Banaras consists of different kinds of admixture of the cultural tradition of India.

The central focus of the fieldwork is Tourism in Banaras and its problems and how to do a proper plan to solve all those problems. In the present day context, tourism in Banaras has a great capability to attract world tourists. Not only domestic tourists but people from different countries have the interest to visit and explore Banaras.

Mainly Banaras is famous for its uniqueness. Domestic Tourists visit Banaras for different kinds of perspectives. But if we talk about the domestic tourist only, then the pattern, numbers, trends, and perspective of tourists are easily observed. The number of tourists is increasing every year and the trend is always showing an upward graph. Most people visit Banaras in winter to explore the present weather. A huge number of tourists come here for religious purposes and to do family tours also. Among the total tourists, most of them are Hindu a very few people are Muslims. We all know that the Ministry of Tourism, Govt. of India, Govt of UP have tried to make Varanasi a smart city, but from my point of view, this city can't provide a smart facility to its residents and its tourists. I think the Smart City Mission doesn't make sense here. If all the projects, missions, were implemented in a proper way to enhance tourism and related things, then the large gap wouldn't come out.

During the fieldwork, some limitation was faced by me. Because of the pandemic situation, a total lockdown phase was going on in April and May. For that cause government had declared a complete lockdown and for tourists, they instructed them to go back to their place. For that reason, in the time of April and May, Banaras was almost tourists less. But primary data was obligatory for my study. In that situation, a proper survey couldn't be done by me. But as an alternative, I have collected data from those who have been Banaras once. From them, I have collected the required data by creating a google form for my fieldwork.

Another limitation that I have faced during the secondary data collection was all the government portals or sites are not easily accessible and ample data is not available in the reliable sites.

After the completion of the study, some problems related to tourism have been examined.

- Most of the problems are related to the tourist spots.
- 80% of tourist spots have no conservation.
- *Kunds* are not conserving with a proper plan.
- A lack of information centers is observed in Banaras.
- Proper sanitation and drinking facility hasn't seen.
- Pedestrian movement is too hard because of lacking space.
- The mixed land use in the core city doesn't have a proper plan.
- Management systems near the ghat side are very poor.
- Traffic congestion is a prime problem for tourists.
- Parking facilities and signalized intersections are rare in Banaras.
- Facilities in the hotels and Dharamshala is not enough.
- In peak times, the unavailability of hotel rooms is a common issue.
- For middle-class people, Banaras is expensive.
- Different kinds of scamming are major problems in Banaras.
- The deficiency of an educated and trained tour guide is detected.

I think it is high time to take proper actions to find out the solutions. Because for development of the tourism industry, Tourist, Tourist Spots and Tourist accommodation play a vital role and all these are interrelated.

All the recommendation which was given in the previous chapter to solve the problems, those are-

- Conservation of the Tourist spots.
- Execute and evaluate the Master Plan and City Development Plan of Varanasi.
- Mapping the required priority protection area.
- Eco-friendly development near the river-front ghats.
- Proper arrangements for drinking water and sanitation.
- Pre-paid stand and boat deck to reduce the scamming.
- A proper walkway for pedestrians.
- A tree line in Dashaswamedh Ghat road to enhance beauty sustainability.
- Adequate facilities in the hotels and Dharmashala.
- Educate and train the staff and tour guides.