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Prospects of Tourism and its Marketing, with Special Reference to Meerut Region, Western Uttar Pradesh

Mr. Harveer Singh¹, Prof. (Dr.) Vishal Bishnoi²

¹Research scholar of Business Management, Shobhit University Meerut

²Dean, School of Business Management, Shobhit University Meerut (A NAAC Accredited-Deemed to be University), Meerut, U.P.

Abstract: *The research paper explores the prospects of tourism and marketing of western Uttar Pradesh. Western Uttar Pradesh state is rich in tourism products like historical Heritage, culture, food and craft, etc. This can be offered to the tourists. Meerut region has various tourism products in the form of historical sites of Mahabharata which have been declared as Mahabharata circuit by the government of Uttar Pradesh state of India. In spite of its high potential in tourism products, Meerut region has not attracted the maximum number of tourists as expected. The basic purpose of this research paper is to explore the prospects of tourism in the Meerut region and finding measures for improvement. Design/methodology/approach based on descriptive and analytical in nature. The primary and secondary data have been used for this study to find out the facts. With the help of a simple random sampling method, this research is conducted on the 250 respondents, and data were collected in western Uttar Pradesh through a systematically structured questionnaire. The data were analyzed using SPSS software. It is found that the marketing of tourism products, as well as advertisement, are the two tools that increase remarkable growth in tourists' arrival at historical heritage sites in the Meerut region. The outcome of this research study provides policymakers with a good understanding of tourism products of western Uttar Pradesh; this will further enhance them towards achieving the goal of marketing of tourism products. The result of this research paper shall add big value to the existing stock of knowledge for future researchers and academicians.*

Keyword: *Tourism Product, Tourism Prospects, Tourism Marketing, Historical sites. Mahabharata circuit.*

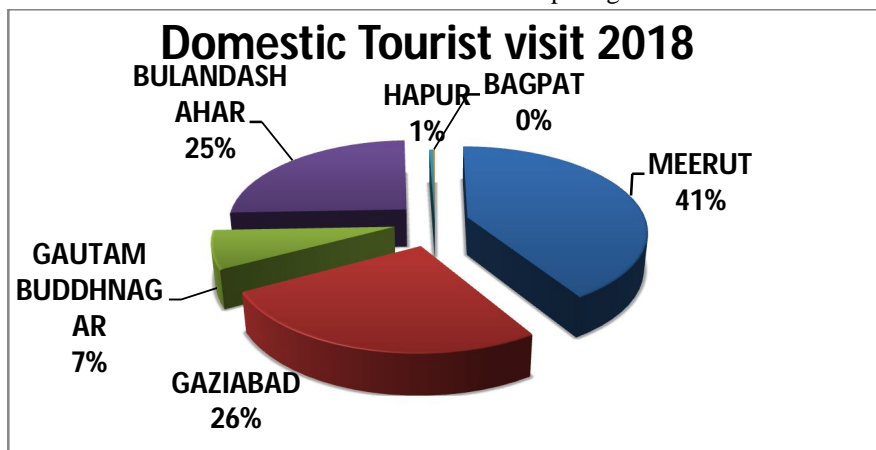
I. INTRODUCTION

Western Uttar Pradesh is the land of possibility in the form of various tourism products, the historical and heritage is one of them. India is thought to be amongst the earliest of the places on the planet where civilizations flourished. It is renowned for its rich cultural and historical background. Different parts of India are under the reign of various rulers, empires, and dynasties which have resultantly endowed India with the richness of various cultures, arts, and different types of architecture and heritage. Tourism sites of India have always been of keen interest to historians and history lovers in the form of tourism. In the series of historical tourism and other tourism attraction, western Uttar Pradesh plays an awfully important role which incorporates many tourism products in the form of archeological sites, in and around Meerut which is of national and international importance. Historical tourism refers to a sort of tourism, where the tour or tour group focuses on history; the history of someplace, people, thing, or events. They go, see, study, discuss, and the places where historical things took place. The places are a portrayal of the history of that region and tell about the past happenings. Tourists usually visit those places of historical importance to grasp about the culture, tradition, past happenings, crafts, and food, etc, and find to grasp about the evolution and development in culture. This can be an endeavor to grasp the living environments and life, types of ordinary people of the past, present and interpret these in a remarkable manner to the tourists. Places of important historical events, like battlefields or sites where the ancient people used to live, also are being promoted as historical tourist attractions at the present. The Mahabharata circuit declared by the Uttar Pradesh government is one of the historical decisions for promoting historical heritage tourism.

A. Present status of India and Uttar Pradesh Tourism

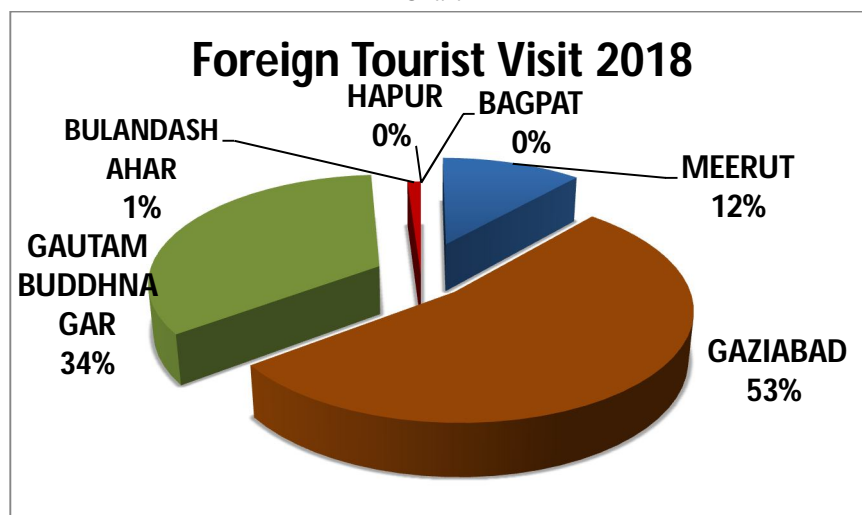
India was ranked 34th within the Travel & Tourism Competitiveness Report 2019 published by the planet Economic Forum. The total contribution of the tourism industry in the GDP of India is forecasted to increase from Rs 15, 24,000 crores or US\$ 234.03 billion in the year 2017 to Rs 32,05,000 crore or US\$ 492.21 billion in 2028. According to WTTC, India had ranked 3rd among 185 countries of the world in terms of the full contribution of travel and tourism to GDP in 2018. The results are available within the context of a rapidly expanding economy, rushing towards the position of the second-largest economy worldwide by 2050 expectedly. The common economic process of Uttar Pradesh stands at 7.5% from FY2016 to FY2018

Chart 1 Status of tourist flow in western Uttar Pradesh and comparing with other districts of Meerut Region



Source: Regional Offices of Department of Tourism, U.P.

Chart 2



Source: regional office of department of tourism Uttar Pradesh

B. Meerut and Mahabharata Circuit

Meerut reflects a gracious mixture of culture, traditions, and art forms, which despite the changing times that have retained the traditional roots of history. The birth of Meerut is traced back to 273 B.C, following which; the city has more matured a transition from the traditional era of Mahabharata state as Hastinapur dynasty. In the present day, Meerut local population is represented by a mixed community. Each of whom has retained their cultural identity and thereby contributing profusely to its rich cultural heritage and practices in the society. The gracious mixture of cultures and traditions are blended well into the trendy vibrancy of town culture that reflects the lifetime of western Uttar Pradesh. Western Uttar Pradesh had 2nd rank in domestic tourist arrival in 2016 and 3rd rank in foreign tourist arrival, though Meerut Mahabharata circuit has zero budgets for the marketing of tourism products.

Table 1 Tourism Budget of India in crore:

Year	Total budget	Total Grant	For tourism Circuit	For Publicity & Marketing
2017-18	1765.70	Rs 1,151 crore	-	89.85
2018-19	1914.36	1,776.4 crore	Rs 1,100 crore	127.40
2019-20	1980.62	Rs 1,378 crore	-	129.50

Source: Ministry of tourism, government of India

Table 2 Tourism Budget 2018-2019 of Uttar Pradesh state in crore

Year	Implementation of 2012 policy	Deepotsav at Ayodhya Dev Diwali, lucknow Mahotsaw	Development of Braj pilgrimage infrastructure	Meerut Mahabharata circuit
2018-19	70	10	100	00

Source: Uttar Pradesh tourism department

C. Current Scenario of Tourism in Western Uttar Pradesh

The western region has numerous tourism products as historical monuments and heritage sites. All the sites and monuments are of national and international importance. Most visited amongst the varied historical sites and monuments of Meerut which might be preserved, conserved, and developed with the assistance of public and private partnership that are hereby listed below:

- 1) *Meerut city and Cantonment*: The ancient name of Meerut was Mayarastra. Meerut is an ancient city of the Indus valley civilization. It has a great history behind it because it was the capital of the kingdom of Mayasura who was the father-in-law of Ravan and the father of Mandodari. Mandodari was the wife of Ravan consistent with Hindu mythology. It is the primary time the spark of the First War for Independent India, 1857 was started from here and so it raged into a flame. The Victoria Park site has its unique importance in the First War of Freedom of India 1857 which was a revolt from here. Imprisonment of 875 soldiers within the Jail, situated here at that point, as a punishment for refusing to use disputed cartridge, instigated the soldiers, which resulted in rode and doors of jail were choppy on 10th of May, 1857.
- 2) *Hastinapur*: It is not penurious of any introduction which is legendary in the history of the world but now it is losing slowly its identity due to negligence of remains of Mahabharata era and the lack of awareness among people of the western Uttar Pradesh. Hastinapur is situated on the bank of Ganga River near Meerut in western UP, it is also the birthplace of three Jain Teerthankara, and therefore it becomes a very important center of pilgrimage for the Jains as well as the sites for all. Hastinapur was the capital of the Kuru kingdom. Most of the incidents within the epic of Mahabharata had taken place within the city of Hastinapur. There are various historical heritage sites having national and international importance are as Digamber Jain Temple, Pandeshwara Temple, Baradari, Draunadeshwar Temple, Karna Temple, Draupadi Ghat, Kama Ghat, Bhai Dharam Singh Gurudwara, Vidur ka Tila, Pracheen Bada Mandir. Ashtapad. Jambudweep and Karneshwar Mandir.
- 3) *Kila Parikshit Garh*: According to the name, this place has mythological and historical significance in the ancient history of India. During the Mahabharata period, Gandhari, the mother of the Kauravas, had transformed the Yagna Kund into a lake with water from 68 pilgrimage sites. Shringi Rishi cursed King Parikshit. At this place, Parikshit Garh is a witness to the great friendship of the lord of the Hades, Nagraj Vasuki, and Abhimanyu. The start of Kali Yuga is taken into account during this period. Mahabharata period relics and evidence still are here. However, Parikshit Garh fort, which has strong interference in Puranas and history. Some historical sites still are waiting to be preserved, conserved, and developed Gandhari Sarovar, Queen Navalde Well, Shrag rishi ashram still exist and thousands of tourists come every year at these places of historical importance.
- 4) *Sardhana*: This town is known for historical sites that are world-famous for tourism near Meerut. It is a town with a great historical past. It had been established during the 18th Century by the French adventurer named Walter Reinhardt, popularly known as "Sanira". He came to India in 1754 as personal soldiers from the French archipelago Company. Sardhana was given in the form of awarded to him by Najib Rohilla Chief Zabta Khan of Saharanpur for his great services. After his death in 1778, he was succeeded by his widow wife, Begum Yohana Samru, who built the imposing Roman-style church at Sardhana. This magnificent church is now known as "Shrine-Basilica of our lady of Graces" was built by Farzana Begum, who was the princess of Sardhana. This historical place had been declared as a protected monument by the Archaeological Survey of India in 1924 and raised to the status of Basilica in 1961.now at present, the tourist comes every year but not at an optimum level of satisfaction to revenue due to transport and accessibility to this place.
- 5) *Barnava*: Barnawa is believed to be the historical sites of Lakhsagriha in Mahabharata epic, according to Mahabharata epic, lakhsagriha house was built on the instruction of Druyodhan to brutally kill the cousin five Pandavas .brothers, however, all five brothers were successful to escape alive through a tunnel that tunnel is still exited in the town, Barnawa. In the Mahabharata, Barnawa is known as Varnavata. These historical sites had been taken under the control of ASI.

D. *The prospects of Tourism in western Uttar Pradesh*

Meerut is the part of Hastinapur kingdom that was the capital of the Kuru dynasty. Meerut has great tourism potential, because of its unique cultural, natural attractions and historical monuments. Meerut region has an ancient civilization that is preserved in its religion, customs food, craft language, traditions, and architectural heritage. Meerut is rich in a heritage that includes a very old history. The historical footprints still can be seen in and surrounding Meerut. Archeological excavation dispensed at village Alamgirpur in Parikshit Garh which had discovered the ruins of the Harappa culture. This may put Meerut on the international map of ancient cultures and may the tourists. There are lots of possibilities on this land that are having distinct tourism products to attract international tourists,

- 1) *Graveyard Tourism:* The graveyard tourism may attract international tourists which have 200-year-old St. John's Cemetery located within the cantonment of Meerut, western Uttar Pradesh. That has an old graveyard containing British casualties of the 1857 Revolt. There are two types of the graveyard; on one side of the cemetery are the graves of the Britishers: while on the other hand side are those of Indians. The graves are an amalgam of Mughal and colonial architecture, many with domes. In some of graveyards, the inscriptions are still startlingly clear, as are the motifs and sculptures. The oldest graves at this place date back to 1810, which more than 210 years old.
- 2) *Religious Tourism:* Meerut is also rich in religious tourism that may be marketed prominently through the development of the sites. It has many places of non-secular importance and also these Places have a protracted history behind them like Augharnath Temple is also called Kali Pulton Mandir, Suraj Kund Temple, Gagol Tirth, St. John Church Meerut, and The Church of Sardhana. Also called the Basilica of Our Lady of Graces, the Church is founded by Begum Samru within the year 1822. The Catholic cemetery Sardhana, Pandeshwara temple at Hastinapur, Bhai Dharam Singh was one who got ready to sacrifice his life on the name Guru, he was one of the Punj Pyaare, who were instructed by Guru Gobind Singh at Anantpur Sahib for forming the nucleus of Khalsa, the Gurudwara is constructed on the name of Bhai Dharam Singh near Hastinapur. Shri Digamber Jain Bada Mandir may be a Jain temple complex is located in Hastinapur. The oldest temple is of 16th Jain Tirthankar, Shri Shantinath, which was inbuilt in the year 1801.
- 3) *Medical Tourism:* Meerut has now become famous for medical treatment that can be developed as medical tourism. The thousands of individuals come to India every year from the various part of the planet that gets treated in Meerut. These countries are mainly developing countries. Many Afghanis, Pakistanis, and Bangladeshi have come to Meerut as Meerut is at a reasonable cost and a better place for medical treatment. Now, this city has become the hub of medical which has two medical universities and many hospitals of excellent qualities offering all sorts of treatments. The medical tourism business of India expected to touch approximately US dollar 09.00 billion by the end of 2020, but now due to the Corona pandemic, this target will not reach up to the expected forecasting.
- 4) *Business Tourism:* Business tourism is "travel for the aim of business". In that Meerut with a daily earning of nearly Rs 10 crore, Meerut region is the largest jewelers market in the province and among the highest ten within the country. With over 40,000 artisans and a pair of 1000 jewelers businessmen within the city. The Sarafa Bazar in Meerut has the highest contribution in the country for jewels. Western Uttar Pradesh is the second-largest producer of sports types of equipment and accessories in India. Sports business can be a prime market of Meerut which has 45% share alone of western Uttar Pradesh in Sports goods export of India.
- 5) *Historical Heritage Tourism:* It is saying that "the older country, the maximum charm with its long history capture" and this fact for the tourist. There is a various country in this world like India, Egypt, Italy, etc those have various historical heritage sites attractions for the tourists in the form of ancient heritage, in which India is one of the lucky ones. Uttar Pradesh is highly rich in historical heritage products which include historical sites, archeological sites. Meerut region is known for an ancient culture that still has a footprint of the historical heritage. These heritages just need to be unearthed for tourism activity or for history lovers as well as historians. The historical architectures of all the religions can be traced over here.
- 6) *Food and Cultural Tourism:* Food, language customs, fare, and festivals impart the cultural unity among the different religions and this cultural unity brings the world under one umbrella. Western Uttar Pradesh is known for standing language that is known for 'Khadi Boli'. The food of this land is influenced by the Mughal as this empire was belonging to the Mughal. They brought their chef from Afghan to western Uttar Pradesh. The people of this land fond of Moghlai food like Kormas, Makhani chicken. Etc.

II. REVIEW OF LITERATURE

Gulnara Ismagilova, et.al. (2015) the historical and cultural tourism make the successful development of tourism in the area for creating employment in the region. The cultural tourism values for educational tourists and it gives economic benefits to the society Labanauskaitė, et.al. (2020) The E. marketing tools used in the Tourism industry are effective, but there are certain strategies which are not fully in use at all practical or the application in tourism.

Henderson, Joan Catherine (2017) the author mentioned in his study that the government tourism policy plays a key role for the destination development but the attractions and amenities, access and transport, destination marketing, all these elements emerge as chief determinants of the destination development process with international policy also playing a key role. Tourism increases when the host organizes an international game or festivals by which the tourists get attracted.

A. Research Gap

The study in this segment of tourism has been done by many researchers in different parts of India and other countries, but the prospects and marketing of tourism in western Uttar Pradesh not yet done. This is a thrust area for historical heritage research in the segments of tourism. The research has not carried out especially on historical heritage sites and their well-being marketing.

III. RESEARCH METHODOLOGY

The researcher has used a mixture of information supported by both primary and secondary sources of data. The study is predicated on primary and secondary data referred from several research papers, journals, articles and reference books, government records and data from the tourism department, Ministry of Statistics and Program Implementation Economic journals and related websites, etc. the survey has been conducted with 250 respondents. The respondents are tourists who visit diverse sites of western Uttar Pradesh and the people who are connected with the tourism industry. In the data analyses, various tools have been used such as table layout, mean value, chi square test, standard deviation, reliability test, Cronbach's Alpha test, and P-value of the data with the help of SPSS software.

A. Significance of the Topic

This research aims to spot prospects and marketing of tourism in western Uttar Pradesh so that, the reality those are hidden could be seen and therefore the report may be served to the society and policymakers. There are certain facts of tourism of Meerut circuit like Historic preservation activities create jobs within the area. Historic preservation increases the property values of the region where they are located. The preservation is that the Vehicle for Heritage Tourism which imparts richness and exchanges of knowledge, ideas, sharing culture crafts, language, and food e.tc. Historical tourism adds Value to the history & school curriculums with programs like the "Teaching with Historic Places" program introduce our youth to local history as associated with state and national history. It increases the quality and value of the region.

B. Scope of the Study

The study has been conducted supported observation, review related literature, and survey through simple random sample conducted with respondents of western Uttar Pradesh. An intensive study isn't possible for the researcher to unhide all the areas of western Uttar Pradesh. Hence the most focus of the study has been done on the prospects of tourism and its marketing with special reference to the Meerut region of the Mahabharata circuit.

C. Objective of the Study

To identify the issues of tourism product development.

To discover the present status of historical tourism marketing in Uttar Pradesh.

To discuss the factors those affect the tourist.

D. Hypothesis

- 1) *H01*:- There is no good impact of marketing of tourism of the tourist attraction for western Uttar Pradesh.
- 2) *H1-1*:- There is a good impact of marketing of tourism of the tourist attraction for western Uttar Pradesh.
- 3) *H02*:- There is no good impact on the environment of the area of the tourist attraction.
- 4) *H1-2*:- There is a good impact on the environment of the area of the tourist attraction.
- 5) *H03*:- There is no good impact of demographic structure for tourist attraction.

- 6) *H1-3*:- There is a good impact of demographic structure for tourist attraction in the Meerut circuit.
- 7) *H04*:- There is no good impact of socio-culture and food on the growth of the Meerut circuit.
- 8) *H1-4*:- There is a good impact of socio-culture and food on the growth of the Meerut circuit.
- 9) *H05*:- There is no good impact of the economic background of the Mahabharata circuit for the growth of historical tourism in western Uttar Pradesh.
- 10) *H1-5*:- There is a good impact of the economic background of the Mahabharata circuit for the growth of historical tourism in western Uttar Pradesh.

E. Results of Primary data Collected from the Respondents

Table 3: - Descriptive and Reliability Statistics table for the five factors used in the study.

Components	Mean	Chi-square	Average variance extracted	Standard deviation	Composite Reliability	Cronbach's Alpha	P, value
Marketing of tourism	4.3.	2.26	0.79	0.77	0.86	0.81	0.06
Environment of the area	5.2	3.26	0.73	0.83	0.92	0.89	0.04
Economic back ground	4.1	3.96	0.95	0.84	0.94	0.90	0.01
Socio culture & food	4.7	0.81	0.64	0.78	0.88	0.88	0.04
Demography	3.1	1.22	0.80	1.04	0.95	0.91	0.03

Above table 1 presented that mean value for marketing of tourism, Environment of the area, Economic background, Socio Culture and food as well as Demography is 4.3, 5.2, 4.1, 4.7, and 3.1.

The Chi-square values of all five factors are 2.26, 3.26, 3.96, 0.81 and 1.22 respectively.

The average variances extracted of all factors are 0.79, 0.73, 0.95, 0.64 and 0.80 respectively.

The standard deviation given for these five above factors are 0.77, 0.83, 0.84, 0.78 and 1.04 respectively.

The reliability and Chronbach alpha values for all four factors are above 80%.

The 'P' values of all the five factors are 0.06, 0.04, 0.01, 0.04 and 0.03 respectively.

F. Hypotheses Testing

Now the 'P' significant value for the marketing of tourism is 0.6 which above 0.05 so the Null hypothesis is not rejected and the alternative hypotheses are rejected. It also interprets that there is not a good impact of marketing of tourism in the western area of Uttar Pradesh to attract the tourist in the Meerut region.

The 'p' significant value for the environment of the area is 0.04, which is less than 0.05 so the null hypothesis is not accepted and the alternative hypothesis is not rejected. It also interprets that there is a good impact on the environment of the area of the tourist attraction for historical and heritage sites.

The 'p' significant value for the economic background is 0.01, which is again less than 0.05 so the null hypothesis is not accepted and the alternative hypothesis is accepted. It also interprets that there is a good impact of the economic background of the tourist attraction for historical and heritage sites for the growth of Mahabharata circuit in western Uttar Pradesh.

The p significant value for Socio Culture and food is 0.04, which is less than 0.05 so the null hypothesis is rejected and the alternative hypothesis is accepted. It also interprets that there is a good impact of Socio Culture and food on the growth of historical and heritage site of western Uttar Pradesh.

The p significant value for demography is 0.03, which is again less than 0.05 so the null hypothesis is not accepted and the alternative hypothesis is accepted. It also interprets that there is a good impact of the demographic framework for tourist attraction in western Uttar Pradesh for historical and heritage sites.

G. Findings

The five factors, marketing of tourism, Environment of the area, Economic back ground, Socio culture and food, and Demography have been included in this study. The four factors have good positive impact. The only Marketing of tourism which does not have good significant impact on historical heritage tourism sites for marketing which can enhance the tourist in the area for tourism activity.

H. Conclusion and Suggestions

The historical heritage sites of the Meerut region in western Uttar Pradesh needs to be preserved for future generations. Meerut region is having many ASI protected heritage monument sites, which has huge potential and prospects for sustainable historical tourism development. The tourists can be attracted through the marketing of the ASI protected heritage monuments, the Meerut has various Monuments sites, which are neglected and discarded due to lack of marketing of the sites. These Tourism sites must be managed well by ensuring Tourist' facilities such as food, shopping, transportation, professional qualified tourist guides; accommodation, etc. these sites ought to be developed to meet the basic needs and expectations of the tourists in the area.

The private and public sectors should come forward and join hands with the government to make historical heritage tourism in a successful manner in the western region of Uttar Pradesh. The government should establish the National Tourist Council (NTC) as a consultative body to assist the government in implementing its policy for tourism development on the ground level. There must be special tourism police who help the tourists and their belongings like as such police are working in Mumbai and Goa efficiently. A historical corridor must be developed that has to be connected to each site on which the taxi services and buses must be run by the government and private stakeholders.

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