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### RESEARCH ARTICLE

#### AN IN-DEPTH EXPLORATION OF RELIGIOUS TOURISM IN UTTAR PRADESH

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#### Abstract

Tourism encompasses the activities of individuals or societies who venture beyond their usual surroundings for a duration of less than a full year, primarily for leisure, business, or other non-migration-related purposes. When discussing religious tourism, Uttar Pradesh emerges as a renowned Indian state celebrated for its rich religious and cultural heritage, owing to the presence of sacred rivers like the Ganga, Yamuna, and Saraswati, alongside various revered religious sites such as Varanasi, Vrindavan, Mathura, Sarnath, Chitrakoot, Ayodhya, Hastinapur, Allahabad, Vindhyachal, and more. Uttar Pradesh boasts a multitude of significant Hindu pilgrimage sites, with Varanasi, located on the banks of the Ganges, being particularly well-known. Allahabad is famed for its confluence of the mythical rivers Ganga, Yamuna, and Saraswati, while Mathura is renowned as the birthplace of Lord Krishna, and Ayodhya holds significance as the birthplace of Lord Rama. Uttar Pradesh's appeal is not limited to Hinduism; it also holds significance for Buddhists. Sarnath, Kushinagar, and Saranath, where Lord Buddha delivered his first sermon, are among the world's most renowned Buddhist pilgrimage destinations. In the realm of Islamic religious destinations, Uttar Pradesh is known for the mausoleums of Sufi saints, with Hazrat Salim Chisti's shrine in Fatehpur Sikri and Dewa Sharif in Lucknow being prominent religious tourist attractions. This paper sheds light on religious tourism in Uttar Pradesh, delving into its existing policies and frameworks centered around the state's religious sites. It underscores how the religious tourism industry contributes revenue to the state by offering religious services, transportation options, accommodation facilities, and more. However, it's essential to recognize that the religious tourism industry faces challenges due to inadequate understanding, insufficient policies, limited management, inadequate infrastructure, the absence of regulations, and a lack of environmental and cultural sustainability at these religious tourism destinations.

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**Introduction:-**

The World Tourism Organization defines tourism as "the act of individuals journeying to and residing in locations different from their habitual environment for a duration not exceeding one consecutive year." According to Britannica.com, tourism encompasses the practice of spending time away from one's residence in search of enjoyment, relaxation, and pleasure, often while utilizing commercial services. The history of tourism dates back to a period preceding the 18th century, when the term "tourism" was coined. Historical accounts reveal that tourism had structured systems, involving exploration and a focus on core objectives, even in ancient times. The emergence of international tourism during the 18th century marked a pivotal moment, making it the world's most significant economic activity. Tourism can be classified as either domestic, with travelers exploring their own country, or international, involving journeys beyond one's nation's borders. Tourism exerts a substantial impact on the economic well-being of any country.

Tourism has continuously evolved over the past decades, with significant diversification. This transformation has made it one of the primary drivers of the global economy. It is widely recognized worldwide as one of the foremost economic activities, and some even argue that it could be the dominant contributor to the service sector. According to Lawrance (1992), destinations have always held a special place in the human psyche, and tourists explore various locations known for their unique products, causes, or religious significance. The tourism industry has generated substantial employment opportunities, leading to significant societal changes in various regions. In numerous countries, a substantial portion of national income stems from the tourism sector. The importance of tourism becomes evident when considering that it contributes to the revenue generated through tourists' consumption of goods and services, as well as the taxes paid by businesses operating within the tourism industry.

A particularly noteworthy aspect of tourism, deserving of an in-depth discussion due to its profound significance, is religious tourism, which carries multifaceted implications. According to Scott (2012), sacred spaces have existed since time immemorial around the world and have served as active sites for pilgrimages undertaken by adherents of diverse religions. Osterrieth (1997) has explored how certain countries have effectively promoted their religious destinations as tourist attractions, and these places are accordingly perceived by devotees. Coleman and Elsner (1995) have emphasized that pilgrimage sites associated with various global religions, both from the past and the present, continue to be visited by their followers. This is especially true for a country like India, which hosts nearly every major world religion, boasting significant shrines and religious tourism destinations for each of them.

Religious tourism provides insights into the concept of a divine being. As humans, we hold the belief in a supernatural force that governs and orchestrates the universe according to its own volition. Those who have faith in a higher power express their devotion through a variety of religious practices. This belief in God is intricately connected to Einstein's law of conservation of energy, which postulates that energy cannot be created or destroyed; it can only change from one form to another

**Religious Tourism**

Defining religious tourism is a complex task, as it has received multiple interpretations from various authors. Religious tourism, sometimes referred to as faith tourism, encompasses travel undertaken with the primary objectives of pilgrimage, missionary work, or leisure, revolving around visits to sacred sites.

Religious tourism entails journeys motivated by the desire to experience and engage with religious locations, their forms, or the cultural and artistic facets they inspire. It also extends to encompass wellness tourism, focusing on aspects of health and healing, as an integral component of the religious tourism experience.

Religious tourism predominantly centers on destinations that hold significant religious affiliations, are renowned for their healing and spiritual attributes, and exhibit diverse cultural characteristics. India, in this context, stands as a profoundly spiritual destination globally recognized for its rich cultural and religious heritage.

**Religious Tourism in India**

Religious tourism in India is influenced by two key factors. The first factor is the faith of domestic tourists who have a strong belief in the religious destinations they visit. The second factor involves foreign tourists who visit these religious places to experience the spirituality and the unique cultural aspects associated with them. Many travelers from around the world come to India to immerse themselves in the spiritual atmosphere of these sacred places. Interestingly, even individuals who do not identify as religious are drawn to these holy sites to explore their

historical and cultural significance. There is a hidden history behind these religious places that piques the curiosity of both the religious and the non-religious.

A study conducted by Lokniti, a research center based in Delhi focused on the study of Developing Society (CSDS), revealed that one out of every two Indians plans to visit a religious tourist destination in the next two years, with many having already done so in the past two years. Another study conducted in 2015 by Lokniti on "Religious Attitude, Behavior, and Practice" indicated that a significant portion of the population from various religious backgrounds had visited religious tourist destinations in the past two years, and one out of every two Indians intends to visit such destinations in the next two years. These findings suggest a substantial growth potential for religious tourism in India in the future. The increasing faith in religion within the country is expected to drive the growth of religious tourism in the coming years, with several studies revealing that more than 25% of the Indian population has embraced religious faith in the last 4-5 years. Among all tourist destinations, religious places hold the top position in attracting visitors.

According to the State of National Study conducted by Lokniti in 2008, 39% of respondents preferred holy sites for their vacations. The National Sample Survey Office (NSSO) report highlights a significant increase in expenditure on religious trips during this period, ranking second in terms of the number of households that visit these religious tourist destinations. These studies collectively suggest that religious tourism in India is poised for rapid growth in the years to come.

### **Review Of Literature:-**

Numerous studies have examined the importance of pilgrimage tourism, and a consensus among many authors is that a continuous stream of pilgrims has a profound impact on these sacred destinations in various ways. Timothy and Olsen (2006) have elaborated on the evolving connection between tourism and religion, emphasizing the pivotal role played by spirituality in this relationship. Badone and Roseman (2004) have documented the multiple facets of pilgrimage that have become intertwined with tourism over time.

Shinde (2006) has proposed a model that elucidates the dynamics of pilgrimage tourism. This model elucidates the interactions between pilgrimage tourists and the local communities, highlighting the resulting impacts for all parties involved. This engenders a favorable scenario for all stakeholders. The model delineates the immediate effects of such journeys on the environment, as noted by Lawrence (1992). Moreover, these interactions also exert a far-reaching, indirect influence on the societal and economic aspects. The most profound impact arises from the actual visits that pilgrimage tourists undertake to these destinations, bringing them into direct contact with the diverse religious establishments.

While Evans (1976) argues that religious institutions are undeniably the primary motivation for visiting pilgrimage destinations, there are other aspects that attract pilgrimage tourists. These may include accommodations, travel agencies, dining establishments, and souvenir shops, with a particular emphasis on businesses dealing in religious memorabilia such as holy water, figurines, and candles. These enterprises serve as a consistent source of income for the local population, further underscoring the importance of such pilgrimages. Additionally, religious sites significantly contribute to the economic well-being of the local community, as exemplified by cases like Lourdes in France and Assisi in Italy (Fleischer & Felsenstein, 2000).

Mihajlović and Vidak (2017) suggest that local events play a crucial role in promoting a place as a tourist destination, and this is particularly relevant to religious events. Simultaneously, Secall (2003) believes that throughout human history, pilgrimage has often added a materialistic dimension to spiritual journeys. The economic impact of religious tourism may parallel that of leisure tourism, as it also results in job creation, population growth, and infrastructure development.

An illustrative case of how pilgrimage tourism can significantly impact the growth of the local community is Lourdes, a Catholic pilgrimage site. Approximately 6 million pilgrims from 140 different nations visit Lourdes each year, as reported by Eade (1992), leading to a consistent increase in the local population. Biadacz and Biadacz (2015) shed light on the pilgrimage destination of Czestochowa in Poland, with a population of 225,000, attracting over 4.5 million pilgrims, nearly 18 times its own population, owing to its religious and spiritual significance. This surge in pilgrim numbers also contributes to substantial improvements in the local infrastructure, as highlighted by Jackowski and Smith (1992).

Morpeth (2007) discusses an additional problem that has a negative impact on pilgrimage travel to El Camino, Spain. Secularization accelerated in this case. through endorsing Santiago as the first European Cultural Morpeth (2007) discusses another problem that has come to negatively impact pilgrimage travel in connection with to Spain's El Camino. Secularization accelerated in this case. by presenting Santiago as the initial European Cultural.

Based on the comprehensive literature review provided above, it is evident that pilgrimage tourism and its associated activities yield both favorable and adverse consequences. These effects extend to the local economy, environment, and population. The concept of religious tourism exhibits a similar duality, and the terms are often used interchangeably in research. Religious tourists, when visiting destinations of historical significance, also engage in pilgrimage, as highlighted by Dowson (2020).

### **Objective Of The Study:-**

Examining the Potential of Religious Tourism in Uttar Pradesh

#### **Features Of Religious Tourism**

##### 1. Celebrating Religious Occasions

- Every religion is steeped in its own myths and rituals, which believers hold faith in. The stories documented in mythologies recount the history of each religion, such as Lord Rama's return to Ayodhya, the birthdates of figures like Jesus Christ, Lord Krishna, and Prophet Mohammad. To commemorate these events, religious individuals visit sacred places.

##### 2. Seeking Protection and Solace

- Embarking on a religious journey is a way to seek protection from harm and find solace during times of distress. Across all religions, visiting sacred sites is a means of acquiring spiritual merits. In Buddhism, a visit to a religious site is a path to enlightenment. A common feature of religious tourism is that older individuals often visit these places to seek redemption from the sins they may have accumulated over their lifetime.

##### 3. Expressing Gratitude and Seeking Redemption

- Life is fraught with challenges, and when faced with seemingly insurmountable problems, many turn to God for assistance. Sometimes, people visit religious sites to express gratitude to God for delivering them from significant difficulties or to seek forgiveness for their mistakes and sins, pledging not to repeat them in the future.

##### 4. Worshipping Deities

- A considerable number of people visit religious places primarily to worship God. Muslims travel to the holy city of Mecca, Jews visit Jerusalem, and Hindus make pilgrimages to the four Dhams to attain moksha, or spiritual liberation.

##### 5. Listening to the Teachings of Religious Leaders

- Religious travel often involves attending gatherings where holy people share their wisdom and insights about religious faith and facts. In the modern world, most religious tours serve as a platform for believers to come together for social and spiritual enrichment.

#### **Religious Tourism In Uttar Pradesh**

Uttar Pradesh, often referred to as the "Land of Temples and Spirituality," is a diverse state teeming with various castes and communities. It is renowned for its religious tourism as well as its breathtaking natural landscapes. When it comes to religious tourism in Uttar Pradesh, you can discover major pilgrimage centers representing various religions. These religious destinations attract pilgrims from around the world year after year, making Uttar Pradesh a significant hub for spiritual seekers.

For Hindus, Uttar Pradesh holds particular importance, as it is home to numerous key religious sites. Allahabad, located at the confluence of the Ganga, Yamuna, and Saraswati rivers, is famous for the KumbhMela, a massive religious gathering that occurs every 12 years, drawing millions of tourists from across the globe. Mathura, the birthplace of Lord Krishna, Ayodhya, the birthplace of Lord Rama, and Varanasi, situated on the banks of the Ganges River, are renowned religious destinations that attract followers from various sects within Hinduism.

Uttar Pradesh's significance extends beyond Hinduism to include Buddhism. The famous Sarnath-Kushinagar-Shravast trio stands as one of the world's most renowned Buddhist pilgrimage sites. Sarnath, where Lord Buddha delivered his first sermon after attaining enlightenment, holds immense importance for Buddhists.

In the context of Islamic religious tourism, Uttar Pradesh is known for its shrines, particularly those associated with the Barelvi Sufi order. Dewa Sharif near Lucknow and Hazrat Salim Chisti's shrine at Fatehpur Sikri near Agra are prominent destinations. During the Urs festivals of Sufi Saints, thousands of Muslim pilgrims visit these sites annually, adding to the rich tapestry of religious diversity in Uttar Pradesh.

### **Religious Pilgrimage Sites in Uttar Pradesh**

#### **Varanasi:**

Situated on the banks of the Ganges River, Varanasi is renowned for its numerous Ghats where people come for ritualistic bathing, believing that it absolves them of their life's sins. After a purifying dip in the Ganges, religious pilgrims also pay their respects to Lord Shiva. Notable religious sites in Varanasi include the Panchganga Ghat, Dashashwamedh Ghat, Assi Ghat, and the southernmost Ghat where the Ganga aarti, a mesmerizing religious ritual, leaves an indelible impression. Varanasi is also celebrated for the Kashi Vishwanath Temple, which is one of India's twelve Jyotirlingas, and the prestigious Banaras Hindu University, which has a rich history intertwined with India's independence movement.

#### **Allahabad:**

Allahabad is a city steeped in historical significance, having borne witness to numerous pivotal moments in the country's history. Formerly known as Prayag, it was renamed Allahabad by the Mughal emperor Akbar in 1575, and later it was further renamed as Allahabad. This city is famous for hosting the world's largest gathering, the Kumbh Mela, held every 12 years. Allahabad is one of the four holy cities where the Kumbh Mela is organized, the others being Nashik, Ujjain, and Haridwar. The city is a repository of Hindu culture and traditions, with historical accounts dating back to the time of Hsuan Tsang, a renowned Chinese traveler, who documented Allahabad as part of Harshavardhan's empire. Among the prominent religious sites in Allahabad, the Triveni Sangam holds great significance, as it marks the confluence of the Ganga, Yamuna, and Saraswati rivers, and devotees from around the world visit to cleanse themselves of their sins. Additionally, Allahabad boasts Khusro Bagh, Allahabad Fort, the towering 35-foot-tall Ashoka Pillar, and the Jodhabai Palace within the fort.

#### **Mathura-Vrindavan:**

These are among the most renowned sites in Hindu mythology, known as the birthplace of Lord Krishna. According to Hindu beliefs, the Krishna Janmabhoomi temple stands at the very spot where Lord Krishna was born in Brij-Bhoomi. It is widely accepted that Lord Krishna spent his childhood and adolescence in the Braj area of Mathura-Vrindavan. Mathura, situated on the banks of the Yamuna River, is famous for its numerous Ghats and is a prominent pilgrimage site in India. It is also renowned for its "Garbha Griha" prison cell and the delightful Mathura Peda sweet.

#### **Ayodhya:**

Ayodhya is believed to be the birthplace of Lord Rama and holds significant religious importance in Uttar Pradesh. Ayodhya is deeply intertwined with the great Indian Epic Ramayana, centered around the heroic character of Lord Rama in Hindu mythology. According to legend, Ayodhya was founded by Manu, the first man in the universe, and it is also believed to have been constructed by the gods. Ayodhya ranks among the seven most sacred pilgrimage sites for Hindus in India. The famous festival of Diwali originated in Ayodhya to celebrate Lord Rama's return home after defeating Ravana in battle. Ayodhya is not only significant in Hinduism but also in Jainism, as it is the birthplace of five Tirthankars. The city is renowned for the disputed Babri Mosque, as well as significant religious destinations such as the Hanuman Garhi temple, constructed by the Nawab of Awadh, which reflects the Ganga-Jamuni culture. Other notable sites in Ayodhya include the Kanak Bhavan temple, the Nageshwar Nath temple, and Mani Parvat, believed to be part of the hill where Hanuman found the Sanjeevani booti.

#### **Chitrakoot:**

Chitrakoot is celebrated for its natural beauty, and its name is derived from its picturesque surroundings. This region spans both Madhya Pradesh and Uttar Pradesh and is known for Rajapur, the birthplace of Goswami Tulsidas, situated on the banks of the Yamuna River. Other attractions in Chitrakoot include Hanuman Dhara, Kamadgiri hill,

River Mandakini, Bharat Koop, and its association with Hindu mythology, as it is believed that Lord Rama spent about 11 years here. Chitrakoot is renowned for its natural and spiritual significance.

**Lucknow and Dewa Sharif:**

Lucknow, often referred to as the "City of Nawabs" and the capital of Uttar Pradesh, is known for its distinctive Shia Islamic architecture and the scholarly pursuits of institutions like Nadwa College of Islamic Studies and Sanskriti University. The city boasts several religious destinations, including Baba Neem Karauri's Hanuman temple, Kalibari temple, Chandrika Devi temple, and Mankameshwar temple. Dewa Sharif is another famous religious attraction in Lucknow, known for the shrine of Sufi Saint Sayed Haji Waris Ali Shah.

**Sarnath:**

Sarnath, despite its small size, stands as one of India's most renowned religious sites, situated near the confluence of the Ganga and Gomti rivers. Throughout its history, Sarnath has been known by various names, with "Isipatana," meaning "the place where holy men landed," being one of the most famous, according to the Pali canon. Sarnath ranks among the four major Buddhist pilgrimage destinations and is revered for its association with Gautam Buddha, who is believed to have delivered his first sermon and taught dharma there. Sarnath is also the place where Kandanna attained enlightenment, marking the birth of Buddhist Sangha. Notably, it holds significance for Jains as the eleventh Tirthankar of Jainism. Key attractions in Sarnath include the Dhamek Stupa, an imposing structure standing at 128 feet, the ancient Chaukandi Stupa established by Emperor Ashoka, the Ashoka Pillar, and the Sarnath Archaeological Museum, which is the oldest museum under the Archaeological Survey of India.

**Foreign Tourist Arrivals (FTA) in Uttar Pradesh**

The top five destinations that draw approximately 70% of tourists among all the foreign tourist arrivals in India are Maharashtra, Tamil Nadu, Delhi, Rajasthan, and Uttar Pradesh. Various surveys indicate that Uttar Pradesh ranks fourth, attracting around 10% of the total foreign tourist arrivals in India. Between 2006 and 2012, foreign tourist arrivals in Uttar Pradesh increased by 1.5 times. In 2002, the state welcomed 13.2 lakh foreign tourists, which grew to 20 lakh in 2012, representing a 50% growth during this period.

With the tourism sector's expansion in Uttar Pradesh, a study by ASSOCHAM on 'Realising Tourism Potential of Uttar Pradesh' suggests that the state has the potential to attract over 28 lakh foreign tourists by 2018. Uttar Pradesh is emerging as a significant destination for foreign tourist arrivals, and the growth in the tourism sector is leading to an increase in both private and public-level hospitality infrastructure, contributing to revenue generation.

The three most appealing tourist destinations in Uttar Pradesh are Agra (59%), Allahabad (18.5%), and Sarnath (17%). The state ranks second in attracting domestic travelers to tourist destinations. It is estimated that over 220 million Indian tourists visited Uttar Pradesh in 2013, representing about 20% of the 1.14 billion domestic tourists who traveled throughout India. Buddhist tourism is on the rise in Uttar Pradesh, with places like Kaushambi, Sravasti, Sarnath, Kushinagar, and Sankasia attracting nearly 2.7 million tourists in 2013, with a Compound Annual Growth Rate (CAGR) of 5%. It was expected to rise to 3.3 million by 2018.

**Economic Situation in Uttar Pradesh**

Tourism serves as a vital source of foreign exchange earnings, offering a sustainable industry that generates revenue for a country without depleting its natural resources or necessitating the export of material goods. The economy of Uttar Pradesh is the second-largest among Indian states. Between 2002 and 2007, the state experienced an annual economic growth rate of 5.2%, which then increased to 7% from 2007 to 2012. However, there was a slight dip in economic growth in the year 2012-13, where it registered at 5.9%, marking one of the lowest growth rates in India.

In the fiscal year 2017-18, Uttar Pradesh exhibited a significant 16% growth in Gross Domestic Product (GDP), with a GDP per capita income of ₹48,520 (US\$760), ranking 31st in per capita income compared to other states. The state's economic composition comprises various sectors, with the agricultural sector contributing 23% to the GDP, the industrial sector contributing 28%, and the service sector making the most substantial contribution at 49%, as of the 2017-18 fiscal year. In that same year, the state generated revenue amounting to ₹3.20 lakh crore (US\$50 billion).

### Government's Efforts to Boost Religious Tourism in Uttar Pradesh

Chief Minister Yogi Adityanath has emphasized the vast potential in Uttar Pradesh for the development of religious tourism. Speaking at a seminar organized by the Uttar Pradesh tourism department, he highlighted the abundant resources that could establish the state as a renowned tourist destination.

#### The efforts to boost religious tourism in Uttar Pradesh led by Chief Minister Yogi Adityanath include:

1. Launching the "one-stop-travel solution" tourism department portal.
2. Announcing the linking of pilgrimage sites with helicopter services during a tourism seminar.
3. Plans to connect Lucknow, Allahabad, Varanasi, and Agra for affordable air travel services.
4. Proposing a comprehensive 500-tourist policy for improved facilities and cooperation with tourists.
5. Initiating an advertising campaign by the Tourism Department to attract tourists to religious and historical sites.
6. Promising top-notch facilities for religious tourists during the 2025 MAHA Kumbh in Allahabad.
7. Announcing the construction of another airport in Kaushambi, Prayagraj (Allahabad), following the operational Jewar airport in Noida.
8. Erecting a grand statue of Lord Ram on the Saryu River bank in Ayodhya to promote religious tourism.
9. Organizing a "deepotsav" with 1.7 lakh earthen lamps lit on "Ram kiPaidi."
10. Illuminating prominent buildings and ghats to showcase Ayodhya as a religious tourist destination.
11. Conducting a river Saryuarti by the Chief Minister and hosting a laser show on the riverbank.
12. Arranging a Ramlila performance with artists from Indonesia and Thailand to promote religious tourism.
13. Transforming Ayodhya into a tourism hub.
14. Undertaking infrastructure projects in Ayodhya, including renovating ghats, installing CCTV cameras, constructing police booths, and guest houses to facilitate religious tourism.
15. Planning to initiate helicopter services for the Parikrama of Govardhan in Mathura to promote religious tourism.
16. Expanding air connectivity from Gorakhpur airport to cities like Kolkata, Kathmandu, Singapore, and Bangkok to enhance the Buddhist Tourist circuit.

#### Benefits of Tourism in Uttar Pradesh

1. Foreign Exchange Earnings: Tourism serves as a means to earn foreign exchange without depleting natural resources or requiring the export of goods. It offers an opportunity to generate foreign exchange by providing services to international tourists.
2. Employment Generation: The tourism industry provides employment opportunities at all skill levels, ranging from unskilled to highly skilled roles in various sectors such as gift shops, restaurants, hotels, and travel agencies.
3. Preservation of Cultural Heritage: Tourism plays a crucial role in preserving a country's cultural heritage. Tourists from around the world visit other countries to experience their traditions and cultures. Heritage sites are symbolic of a nation's cultural and traditional identity, and tourism helps safeguard these sites from potential damage, as they showcase a country's rich heritage.
4. Infrastructure Development: One of the significant benefits of tourism is the improvement and development of infrastructure. This includes enhancements to transportation facilities like roads and airports, as well as improvements in services such as water supply, accommodation options, hotels, and dining facilities.
5. International Relations: Tourism plays a vital role in fostering relationships between different countries. It contributes to the development of cultural, regional, and social connections among nations worldwide, thereby promoting international understanding and cooperation.

#### Conclusion:-

The aim of this paper is to explore the "Prospects of Religious Tourism in Uttar Pradesh." The study reveals that Uttar Pradesh holds significant potential for religious tourism, thanks to the presence of diverse religious destinations such as Varanasi, Ayodhya, Allahabad, Mathura, Chitrakoot, Sarnath, and Lucknow. These locations draw millions of religious tourists from around the world during festivals, fairs, and religious events. However, alongside the growth of religious tourism in Uttar Pradesh, it is essential to acknowledge the various challenges that hinder its development.

Some of the primary challenges faced by the Uttar Pradesh government in promoting religious tourism include inadequate management, insufficient infrastructure development at religious sites, concerns related to the threat of terrorist attacks, the impact of climate change, food security, and political instability. These issues pose constraints on the growth of religious tourism in Uttar Pradesh.

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