

The Impact of Tourism on Ujjain

Abhilash Vishwakarma , Ar.Suman Sharma

Abstract

The paper titled "Impact of Tourism in Ujjain" explores the multiple impacts of tourism on the ancient city of Ujjain, the cultural and religious center of India. Due to rich historical heritage and spiritual significance, Ujjain attracts various pilgrims and tourists of various types. Using mixed methods, the study uses quantitative and qualitative methods to analyze various tourism factors in Ujjain. By analyzing visitor visit information and expenditure, in a qualitative analysis of their attitudes in addition to the perspectives and experiences of the participants, the study provides a comprehensive understanding of the impact of tourism in the city. The survey findings show that there has been a sharp rise in tourist arrivals, mainly driven by religious pilgrimages and cultural events like the Kumbh Mela, but these influxes have created a severe strain on Ujjain's infrastructure, environment, and traditional way of life. Despite the economic benefits of tourism, distributional disparities tend to exclude marginalized communities from its benefits. In addition, there are concerns about the commodification of cultural heritage sites, which threatens their integrity and long-term preservation. The implications of these findings extend beyond Ujjain, providing valuable insights into the broader discussion of sustainable tourism development and heritage management. The paper makes recommendations aimed at balancing economic benefits of tourism and for the protection of the cultural and natural heritage of Ujjain. Recommendations include infrastructure improvements, capacity building, and stakeholder development.

1. Introduction

According to the survey conducted by [Link], Ujjain is becoming one of the top visited pilgrim tourism spots in the country. The city recorded 4,578,750 foreign visits and 11,497,730 Indian visits during the years 2003-2004. This number has been continually growing since then. As stated earlier, Ujjain is a religious spot. The four Indian religious fairs, Kumbh fairs, are held periodically at Haridwar and Allahabad, after every twelve and six years respectively. There's a six-yearly fair and a twelve-yearly fair. The Simhastha is the six-yearly fair. This fair has been assigned to Ujjain.

According to the research paper on tourism in Ujjain, Ujjain is the most ancient, sacred, and one of the most famous cities in India. Here, time takes a dip in the holy waters of River Shipra. Ujjain is a place to be remembered and recalled time and again. It has been the premier center of learning. The city's fame rests on the fact that the great poet Kalidasa was the king of Ujjain. The renowned scholars and the equally illustrious poets and writers of that period lived in this city. Ujjain is also the place of emergence of Indian sciences. Both astronomy and astrology have been summed up in one word: Jyotish. This word has been derived from "Jyoti" meaning light.

1.1. Background of Ujjain

Ujjain (British India)

The noble efforts of the Archaeological Survey of India seem to have paid off. As the ancient city of Ujjain, the modern-day capital of the Ujjain district of Madhya Pradesh, continued to uncover its never-ending wealth of history, the ASI's efforts finally received recognition. Ujjain was brought to light and transformed into the chief city of an agency (comprising actual Ujjain and Indore districts and part of Bhopal) in 1896. The then British Commissioner, R. Marshall, is famous for saying that he wanted Ujjain above all. And he seems to have got it. The development of the town was based on a plan prepared by Sir Patrick Geddes, and the civic layout was executed in grand style. The establishment of Shimla as the summer capital of India led to the loss of the political preeminence of the Central Provinces to the Punjab, so in 1903 Ujjain was transferred to the Bhopal Division. This was a matter of much regret to the people of Ujjain, who continued to regard Ujjain not only as the premier city of the Central Provinces but as a kind of second capital. Ujjain's days of glory seemed to have returned, though for a brief period of twenty years, Ujjain became the capital of Madhya Bharat, yet continued to play second fiddle to the resurgent Gwalior. Today Ujjain is just a shadow of its past, but still the unofficial lordship of Malwa gives it a certain dignity.

1.2. Definition of Tourism

Tourism is a concept that has always been easier to understand in practice than in theory. But defining it in simple terms is more difficult than may at first appear.

The Canadian Society of Travel and Tourism defined in 1976 as the temporary movement of people to destination outside their places of work and residence, the activities undertaken during their stay and the facilities created to them. Murdock (1968), cited in Smith (1989), describes international tourism as the processes of person travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purpose. This definition highlights the travels and temporary nature of tourism, along with the purpose of the visit, whether it is visit to heritage sites, religious sightseeing, or family holiday, citing that it may not always be leisure based.

The World Tourism Organisation (WTO), which is the provider of most definitions referred to within academic literature, defines tourism in terms of the industries which serve the needs of all visitors, setting the visit of duration of time, away from the home, as the defining element. This definition is comprehensive in delineating the industries and the temporal and spatial characteristics of tourism, which has a great implication for Ujjain where the temporal and spatial dimensions of tourism will be seen to have various impacts.

1.3. Purpose of the Study

Understanding the impact of tourism is crucial, as it reveals the economic, social and environmental impact of mass tourists in a travel city like Ujjain . The findings aim to help urban planners, central and state governments, NGOs and local communities implement appropriate tourism strategies and policies, innovate tourism, preserve and preserve historical heritage while maintaining livelihoods pa in for the community. It also helps to include tourism in the development planning process in Ujjain. This study contributes to future research on the impact of tourists in sanctuary cities and comparative studies with other sanctuary cities in India.

Economic Impact

2.1. Revenue Generation:

Tourism in Ujjain has been a significant contributor to the local economy, generating substantial revenue through visitor expenditures. According to recent data from the Ujjain Municipal Corporation, tourism-related activities account for a significant portion of the city's income, with revenues steadily increasing over the past decade.

In the financial year 2022 -23, the tourism department had generated about 220 crores by the help of tourism activities. And tourism department earned Rs 60 crore from resort bookings and other activities during mid 2023 from April to July.

2.2. Job Creation:

The inflow of vacationers has led to advent of employment possibilities in diverse sectors, such as hospitality, transportation, and handicrafts. Small-scale businesses catering to the tourism industry have flourished, providing livelihoods for a considerable portion of the local population. according to the data Tourism Department, in the last few years, about Rs 2,200 crore has been invested in 100 tourism projects, which provided direct or indirect employment to more than 34,000 people.

2.3. Infrastructure Development:

The growth of tourism in Ujjain has prompted investments in infrastructure development projects, aimed at enhancing visitor experiences and accommodating increasing tourist arrivals. Initiatives such as the expansion of transportation networks, renovation of heritage sites, and construction of accommodation facilities have not only improved tourism infrastructure but also benefited local residents.

The Ujjain Smart City Limited for the project development was established on November 2, 2016. The project aims to provide sustainable and inclusive cities with core infrastructure, a decent quality of life, and a clean environment.in which Mahakal Lok Corridor: The first phase of the project, costing Rs 316 crore, inaugurated on October 11, 2023

The estimated total budget for the Ujjain Smart City project is around Rs 2318.1 crores, it could be more or less during implementation.

Social and Cultural Impact:

3.1. Preservation of Heritage:

The preservation of Ujjain's rich cultural heritage has been a focal point of tourism development efforts. Initiatives aimed at conserving historical monuments, archaeological sites, and traditional practices have been undertaken to ensure their longevity and relevance for future generations.

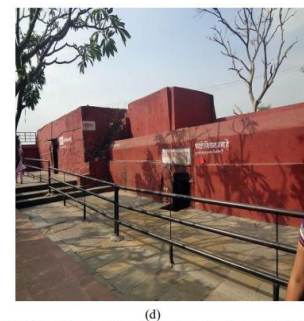


Figure-1: Photographs taken from; A. Jantar Mantar Ved shala Ujjain. B. Gopichand Gufa Bharthari Caves Ujjain. C. Shani Mandir Ujjain D. Siddhawati Ujjain¹³.



Figure-2: Photographs taken from; A. Jantar Mantar Ved shala Ujjain. B. Gopichand Gufa Bharthari Caves Ujjain. C. Shani Mandir Ujjain D. Siddhawati Ujjain¹³.

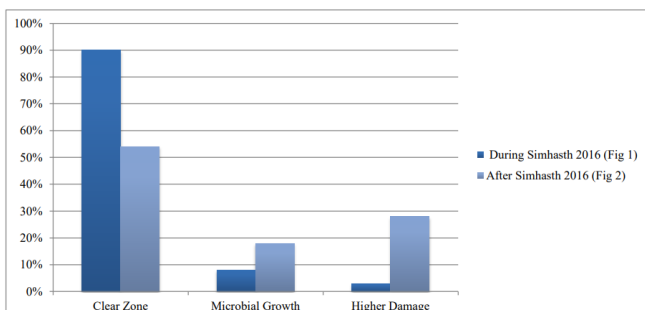


Figure-4: Calculation of mean percentage showing the surface area of monuments with clear zones, area covered with microbial growth and area showing higher damage.

Figure 1 and Figure 2 show the photographs of sites before Simhasth 2016 and after the Simhasth in 2016. The degradation of monuments and historical sites by pollution and microbes can easily identify that is been under restoring process of Ujjain smart city project.

3.2. Promotion of Local Culture:

Tourism serves as a platform for showcasing Ujjain's diverse cultural heritage, including its vibrant festivals, performing arts, and culinary traditions. Through cultural events, heritage walks, and interactive experiences, tourists engage with the local culture, fostering cross-cultural exchange and appreciation.

Ujjain is an ancient city with a rich history and is home to many historical sites. The government works to preserve these sites, which include a Jyotirling out of 12 Jyotirlings, one city out of seven salvation providing cities, Gadhkalika and Harsiddhi, the two Shakti Peeths, and the sacred Kumbh that takes place in four cities of India which make itself a way of promotion by attracting a peoples and tourists.

Ujjain is also known for its central location scientifically. Astrology began and developed in this centrally located city of Mahakaal . Ujjain has provided the system of calculation of time to India and Foreign countries and also have Jantar Mantar which showcasing the ancient science of astronomical science that make a one of the prominent feature for visit.

3.3. Community Engagement:

Tourism has fostered extra network engagement and participation in cultural renovation and promoting tasks. Local residents are actively concerned in tourism-related sports, serving as courses, artisans, and cultural ambassadors, thereby strengthening their feel of satisfaction and identity.

One such initiative is the status quo of history walks, which provide an opportunity for both tourists and locals to discover the metropolis's rich architectural heritage. By actively taking part in these walks, the local people contributes to the maintenance and promotion of Ujjain's cultural legacy.

In addition, the launch of the Healthy & Hygienic Food Street, 'PRASADAM', enables the public to access safe and traditional food options, ensuring find they support local businesses. This initiative not only encourages healthy eating among residents, but also stimulates economic development and reinforces a sense of community ownership.

The inclusion of Ujjain in the Smart City Mission further highlights the importance of community engagement in urban planning and development. Through this process, the community actively participates in shaping the future of the village as a religious and cultural center, thus creating a sense of pride and responsibility for the residents.

In addition, the initiation of various civic projects, such as public health blocks and Chief Minister Sanjeevni Health Centre, emphasizes the importance of community participation in improving health and wellness in the city.

Overall, these initiatives not only enhance the tourism appeal of Ujjain, but also empower the locals to appropriate their culture, promote a better quality of life, and contribute more towards the city's growth and development. in its prosperity.

Environmental Impact:**4.1. Natural Resource Conservation:**

Efforts have been made to promote ethical tourism practices aimed at conserving Ujjain's natural resources such as rivers, forests and wildlife habitats. Measures such as eco-friendly tourism activities, afforestation projects, and wildlife conservation programs help manage urban biodiversity.

positive impact

Awareness - Tourism can increase awareness of environmental benefits, act as a tool for the production and conservation of natural resources, and increase their economic value.

Sustainable Ecotourism: The concept of sustainable tourism or ecotourism is based on creating high-impact travel opportunities that encourage learning about environmental assessments and social well-being.

Navaraki Eco Park: This man-made forest in Ujjain acts as the lungs of the city. Promotion of awareness and interest in environmental protection

Negative impact

Depletion of natural resources: Tourism often leads to over-consumption of natural resources. This includes water use, land degradation and environmental resources.

Pollution: Tourism can cause different types of pollution, including air and noise pollution, garbage and solid waste, garbage and aesthetic pollution.

Physical Effects: The construction of tourist attractions such as resorts, hotels, restaurants, shops, golf courses and marinas can have a negative impact on the environment.

Climate change: Almost all forms of transportation in tourism require the use of scarce resources that are recycled as fossil fuels for energy. Combustion of these fossil fuels releases greenhouse gases that contribute to global climate change.

Effective planning and management of tourism is necessary to reduce these negative effects. This includes implementing sustainable practices, promoting ecotourism, and promoting sustainable environmental and natural resource management.

4.2. Waste Management:

Increased tourist activity has led to an increase in garbage generation, which has created problems in the garbage management system in Ujjain. To address this issue, initiatives such as waste segregation, recycling initiatives, and public awareness campaigns have been implemented to reduce the impact of tourism on the environment.

Positive impacts:

Segregation of sewage: Ujjain achieved about 98% segregation of sewage at source. This is an important improvement as it enables better waste management and recycling.

Vermicomposting: A study shows the feasibility of soil-based composting for treating municipal solid waste in Ujjain. Vermicomposting reduces the amount of waste and can be implemented in a colony or household

negative effects:

Solid Waste generation : Ujjain generates 226 tonnes of Municipal Solid Waste (MSW) per day. Improper management of this waste poses environmental and public health risks.

Transportation and Disposal: A lot of money is spent on collecting and transporting this waste to a landfill 20 miles away. to start with the city. There has been a significant reduction in the level of use for collection, transportation and disposal.

To mitigate these negative impacts, effective pollution planning and implementation is critical. This includes implementing sustainable practices, separating waste, and ensuring sustainable environmental and natural resource management.

conclusion

Consequently, tourism in Ujjain has a profound impact on various aspects of the city and its residents. It plays an important role in revenue generation, cultural promotion, community involvement, and conservation of natural resources. However, it also presents challenges in terms of waste management and environmental sustainability. The city's rich cultural and religious heritage attracts a large number of tourists, contributing to economic growth and community development. However, increased tourism activity causes environmental concerns, including resource depletion and pollution. Therefore, it is important to balance the benefits of tourism with sustainable practices to ensure the long-term prosperity and preservation of Ujjain's unique cultural and natural heritage. Future research and policy-making should focus on promoting sustainable tourism that benefits both the city and its tourists and minimizes negative impacts. This includes implementing effective waste management systems, promoting eco-friendly practices among tourists, and investing in infrastructure that supports sustainable tourism. With careful planning and management, Ujjain can continue to grow as a popular tourist destination while preserving its cultural heritage and natural environment for future generations.

References

- K Saha, R Kalra, R Khare - GeoJournal, 2022 - Springer. A geospatial approach to enhance religious tourism in India—A case of Ujjain city, Madhya Pradesh. academia.edu
- O Singh, S Tiwari - researchgate.net. ... APPROACH TO CONSERVE TRADITIONAL LANDSCAPE IN A SITE AFFECTED BY RELIGIOUS TOURISM: A CASE OF SAPT SAGAR IN UJJAIN. researchgate.net
- K Saha, R Khare - Tourism, Cultural Heritage and Urban Regeneration ..., 2020 - Springer. A geospatial approach to conserving cultural heritage tourism at Kumbh Mela events in India. researchgate.net
- G Balachandran - Past and Present, 2023 - academic.oup.com. Debasing Indigenous Statehood: Sovereign Monies, Markets and Imperial Power in the Indian Subcontinent, c.1893–1905. oup.com
- DSK Nanda - Available at SSRN 4061096, 2022 - papers.ssrn.com. Golden Era of Ex-Princely State Bamanda and Contribution to Language Development. ijshe.info
- BP Sahu - Oxford Research Encyclopedia of Asian History, 2021 - oxfordre.com. Commerce and the Agrarian Empires: Northern India. HTML
- Infra upgrade, more rooms as tourists footfall goes up Read more at: http://timesofindia.indiatimes.com/articleshow/102294838.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst
- Mp tourism site <https://tourism.gov.in/annual-reports/india-tourism-statistics-2022-revised>
- Saha, K., Kalra, R. & Khare, R. A geospatial approach to enhance religious tourism in India—A case of Ujjain city, Madhya Pradesh. GeoJournal 87, 1793–1810 (2022). <https://doi.org/10.1007/s10708-020-10334-w>
- Ujjain: Municipal Solid Waste Management – Report Salan Khalkho
- Municipal solid waste management of Ujjain city by on site vermicomposting technique: A review Smita Dhole, Dr. Parag Dalal and Dr. JK Srivastava
- Yusoff, M.S. et al. (2022). Solid Waste Management in the Tourism Industry. In: Wang, L.K., Wang, M.H.S., Hung, Y.T. (eds) Solid Waste Engineering and Management. Handbook of Environmental Engineering, vol 25. Springer, Cham. https://doi.org/10.1007/978-3-030-96989-9_1
- Baloch, Q.B., Shah, S.N., Iqbal, N. et al. Impact of tourism development upon environmental sustainability: a suggested framework for sustainable ecotourism. Environ Sci Pollut Res 30, 5917–5930 (2023). <https://doi.org/10.1007/s11356-022-22496-w>
- https://mpforest.gov.in/img/files/Survey_Naulakhi_Eco_Tourism_Park_Ujjain.pdf
- Li, W., Zhang, Q., Liu, C. et al. Tourism's Impacts on Natural Resources: A Positive Case from China. Environmental Management 38, 572–579 (2006). <https://doi.org/10.1007/s00267-004-0299-z>
- <https://tourismteacher.com/environmental-impacts-of-tourism/>
- <https://www.mptourism.com/pdf/Ujjain/UJJAIN%20Destination%20Brochure.pdf>
- Saha, K., Kalra, R. & Khare, R. A geospatial approach to enhance religious tourism in India—A case of Ujjain city, Madhya Pradesh. GeoJournal 87, 1793–1810 (2022). <https://doi.org/10.1007/s10708-020-10334-w>
- <https://ujjain.nic.in/en/culture-heritage/>
- <https://ujjaindivisionmp.nic.in/en/culture-heritage/>