

Socio-Cultural and Economic aspects with reference to businessmen and vendors associated with tourism in Lucknow city

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Abstract

A new economic order is needed if the world has to become one family. The new Economic aspects must recognize a more equal integration of the nations' economies, appreciating their respective comparative advantages. The world values India's genuine respect for all religions with zero tolerance for terrorism. Tourism has always attracted people from diverse background. It is like a unifying force that brings together people from all walks of life. Tourism industry can be said to be truly imbibing the concept of 'Vasudhaiva Kutumbakam' where the industry is seen to transcend all geographic, socio-cultural and economic boundaries and embrace diversity, and work towards creating an environment of peace, harmony, coexistence and prosperity. The tourism industry in India is a thriving and multifaceted sector that showcases the country's rich cultural heritage, diverse landscapes, and remarkable historical landmarks. With its vibrant traditions, iconic monuments, spiritual destinations, and breath-taking natural beauty, India has become a popular and sought-after tourist destination for travellers from around the world. The industry encompasses various segments, including heritage and cultural tourism, spiritual and religious tourism, wildlife and nature tourism, adventure tourism, medical tourism and more. India's tourism industry is an integral part of the country's economy, contributing significantly to employment generation, foreign exchange earnings, and socio-economic development. Tourism touches life of all people associated with it be it the tourist themselves or people who are associated with providing tourism services like tour operators, tour guides etc. or even people and businessmen living around places of tourism. It has become a major sector that has immensely contributed to revenue generation. It has also been an important means of employment generation. Tourism is also seen to affect cultural construct of the place as people involved influence and get influenced by the culture of one another.

This paper aims to study the socio-cultural and economic aspect related to tourism in Lucknow city. Target respondents in this research are businessmen and vendors who are doing business around prominent tourist spots in the city of Lucknow. This paper with the aim to study the socio-cultural and economic aspect related to tourism in Lucknow city has sample size of 70 people who are businessmen and vendors are doing business around prominent tourist spots in the city of Lucknow. Sample technique used is judgmental sampling. The study found that Lucknow is a popular tourist destination but most of the visitors are from India and the city has not been able to generate attraction among foreign tourist as compared to other cities of the state like, Varanasi and Agra.

Tourism is seen to have positive impact on economic front as it has been able to generate employment and has given a push to local businesses. Tourism is found to have resulted in better infrastructure in terms of roads and transportation. It is also found that tourism has led to increased cost of living but the respondents showed concern for safety and security. The respondent displayed high attachment and belongingness toward culture of Lucknow and felt that tourism has led to increase in activities related to culture of the city however steps are needed to preserve the culture of city.

INTRODUCTION

We live on a bruised and contaminated earth, fighting the virus, war, inflation, learning poverty, global warming, and loss of income and employment, all at the same time. A new economic order is needed if the world has to become one family. The new Economic aspects must recognize a more equal integration of the nations' economies, appreciating their respective comparative advantages. The world values India's genuine respect for all religions with zero tolerance for terrorism.

Travel and Tourism in India was the largest service industry and was worth \$234 bn in 2018. The tourism industry in India has become one of the largest Foreign Exchange Earners with earnings of \$29.962 billion over Jan 2019 – Dec 2019, equating a growth of 4.8% over the previous year".

According to The World Travel and Tourism Council (WTTC), the tourism industry in India generated \$194 bn or 6.8% of India's GDP in 2019 and supported 39.80 Mn jobs.

Figs 1 and 2 the tourism sector in India is predicted to grow at an annual rate of 6.9% to \$460 bn by 2028 which is 9.9% of GDP. FTAs in April 2019 were 7,71,353 viz-a-viz 7,45,051 in April 2018 registering a growth of 3.5%. Further to this, FTAs during the period January-April 2019 were 39,35,293 viz-a-viz 38,60,871 in January- April 2018 registering a growth of 1.9%.

During April 2019 total of 2,01,137 tourist arrived on e-Tourist Visa as compared to 1,57,094 during the month of April 2018 registering a growth of 28.0%. Further to this, during January- April 2019, a total of 11,08,665 tourist arrived on e-Tourist Visa as compared to 9,18,792 during January-April 2018, registering a growth of 20.7%. During 2019, a total of 2.93 mn foreign tourists arrived on e-Tourist Visa registering a growth of 23.6%. As on December, 2019, e-visa facility has been extended to the nationals of 169 Countries under 5 sub-categories i.e 'e-Tourist visa', 'e-Business visa', 'e-medical visa', 'e-Medical Attendant Visa' and 'e-Conference Visa'. The latest country added is Kingdom of Saudi Arabia. The Global Medical Tourism Market was worth \$19.7 bn in 2016 and estimated to be growing at a CAGR of 18.8%, to reach \$46.6 bn by 2021. Asia-Pacific accounted for the largest share of around 40% of the global market. The total number of inward medical tourists doubled in a span of just three years in India. In 2017, around 22% arrivals from West Asia was for medical purposes, followed by 15.7% from Africa (Varun Sood, 2021).

Uttar Pradesh Tourism

Situated in the northern part of India, it has the distinction of being the most populous state of India. In terms of area, it is the fourth largest, among all the states. The wealth of its monuments, mystical call of its mountains and lakes, and the

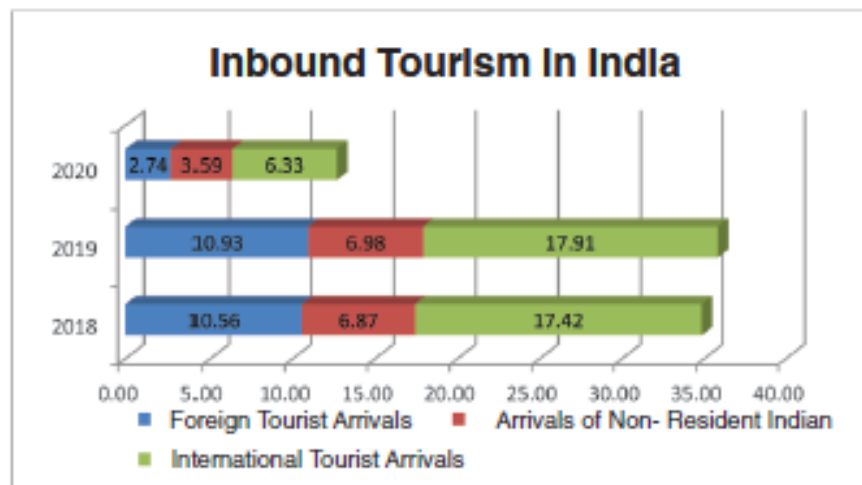


Fig 1: Source: India Tourism Statistics At Glance 2021

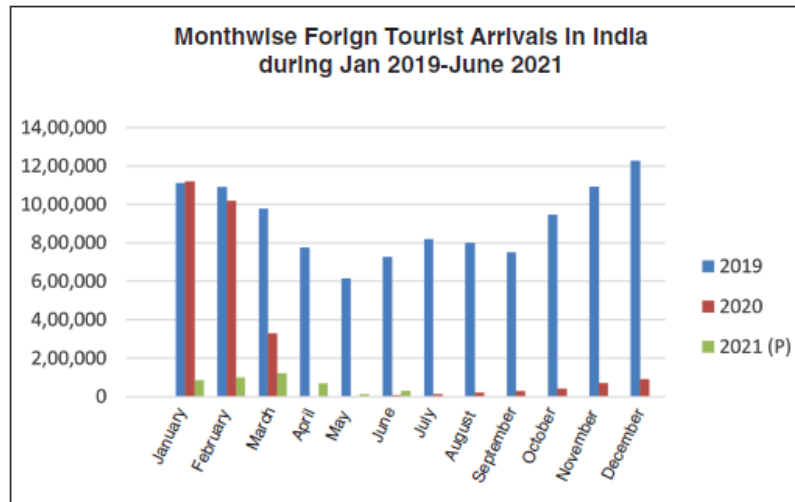


Fig 2: Source: India Tourism Statistics At Glance 2021

religious fervor that it evokes, have rendered Uttar Pradesh, one of the most fascinating states of the Indian Union. Whether one is on a spiritual quest, or in search of adventure, or just on a curiosity trip, Uttar Pradesh has something to offer to everyone. Owing to its rich and varied topography, vibrant culture and captivating festivities, the State of Uttar Pradesh offers immense tourism delights to the visitors in the State. Visitors, starting from neighboring states to the far flung countries through the state at different times especially during the festivities. The State is watered by the mighty rivers of northern India - Ganga, Yamuna, Ramganga, Gomati and Ghaghara. Almost all the important towns and trading centers of the state are clustered around these rivers. The confluence of the Ganga

and Yamuna, the two most sacred rivers of India, at Allahabad, has been a vital pilgrimage site through the centuries. Uttar Pradesh offers an endless array of attractions, to the visitor by way of monuments, mountain peaks, a wealth of ancient temples and viharas, rich flora and fauna, fascinating rivers and captivating valleys. Agra, Ayodhya, Sarnath, Varanasi, Lucknow, Mathura and Prayag combine religious and architectural marvels (Delhi, 2006)

Uttar Pradesh conjures an image of acres and acres wide swaying fields; ancient Hindu temples on the bank of meandering rivers; and towns and cities with narrow alleys where a rich culture inhabits. Home to one of the world's ancient most cities, and that of the iconic Taj Mahal; the origin place of two most prominent religions as well as of one of

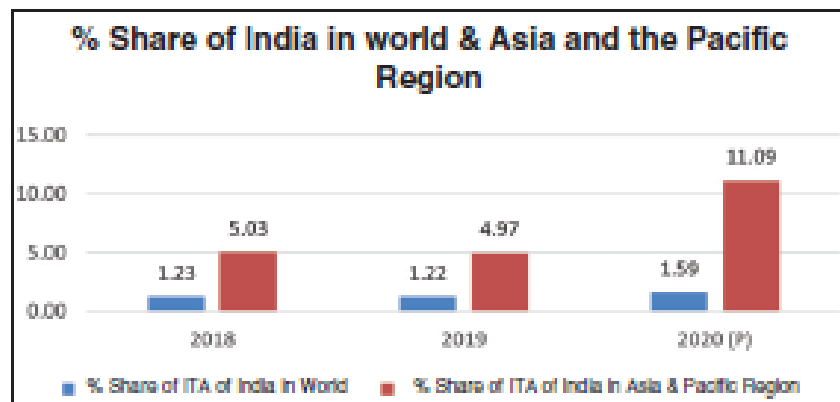


Fig 3: Source: India Tourism Statistics At Glance 2021

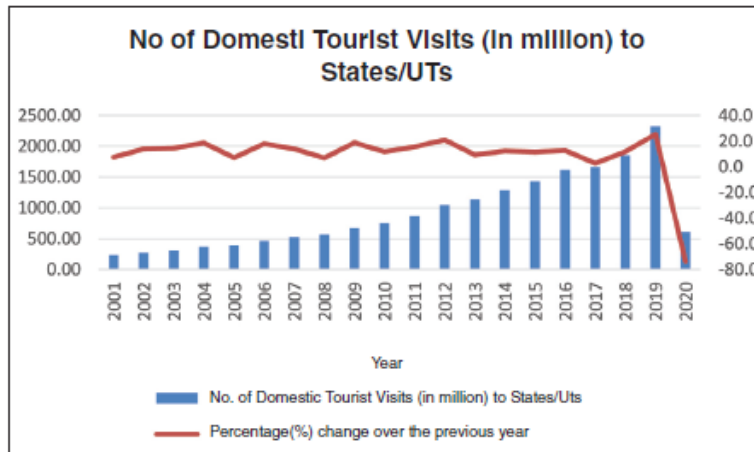


Fig 4: Source: India Tourism Statistics At Glance 2021

the important classical dance forms in India, Uttar Pradesh in North India is an unmissable holiday destination(Uttar Pradesh Detail - Shubh Yatra Holidays, n.d.)

The epitome of diversity, Uttar Pradesh welcomes you to its unmatched land of rich history, culture, art, and traditions. This 4th largest state in India that spreads in an area of 243,290 sq km is the origin place of two most prominent religions in the world - Buddhism and Jainism. Apparently, Uttar Pradesh has a lot to offer other than the iconic Taj Mahal in

Agra, which of course is its top tourist destination. The North Indian state is also home to numerous significant Hindu temples, Muslim places of worship (Dargah and Masjid) as well as Christian pilgrimage destinations affirming being an important religious place in the country. The holy city of Varanasi, which also happens to be one of the ancient inhabited cities in the world, is located in Uttar Pradesh. The alleys of Varanasi has a long string of stories to narrate to the travelers, where its ghats have the potential to keep you lost in thoughts for hours, and

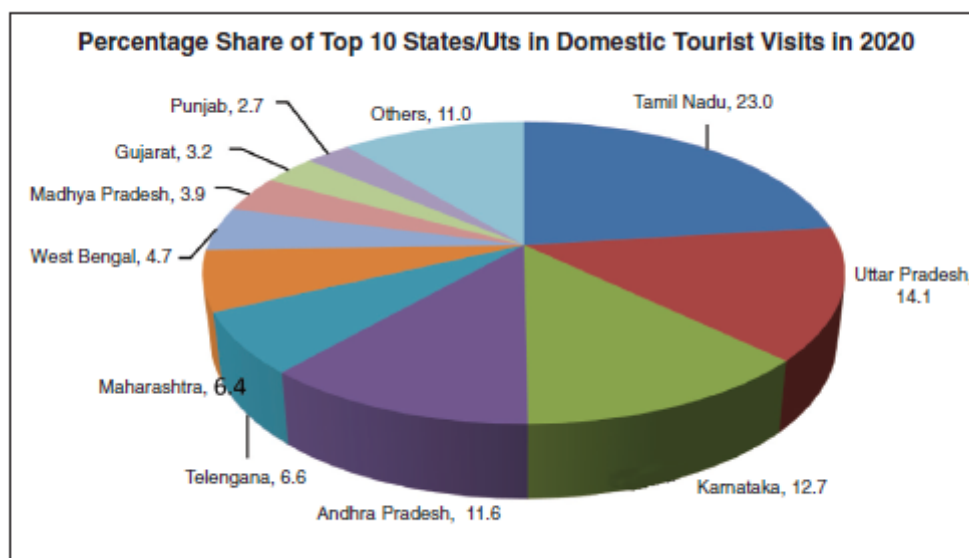


Fig 5: Source: India Tourism Statistics At Glance 2021

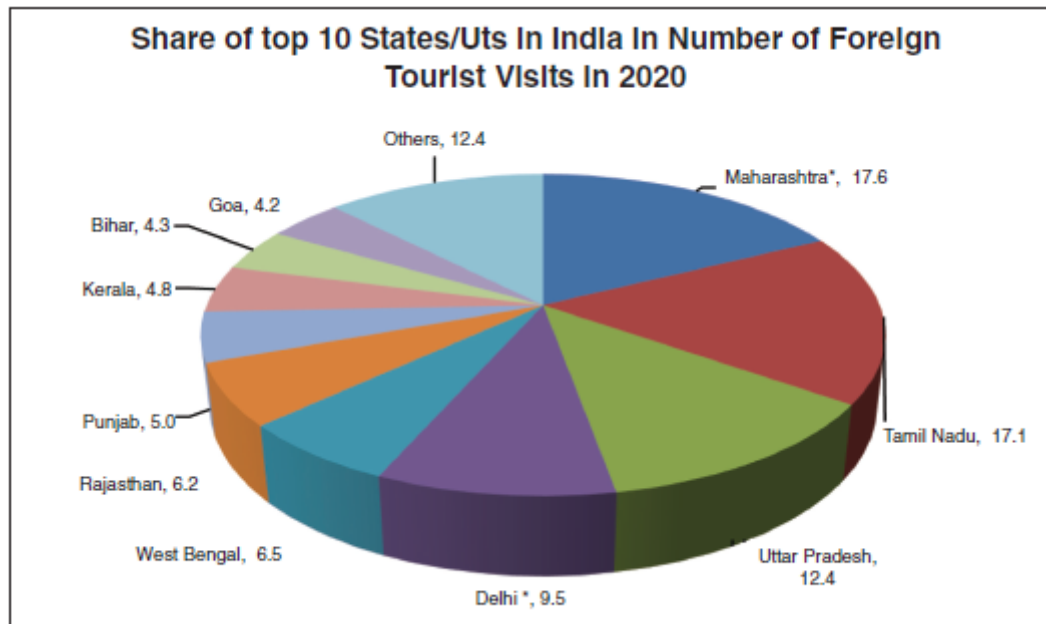


Fig 6: Source: India Tourism Statistics At Glance 2021

oh the pretty Banarasi Sarees, can show you what love at first sight truly means(Uttar Pradesh Detail - Shubh Yatra Holidays, n.d.)

Embedded in the heart of India is Uttar Pradesh, a land where cultures have evolved and religions emerge. The greatness of Uttar Pradesh lies not only in this confluence, but also in the emergence of cultural and religious traditions along some of the greatest rivers in the Indian sub-continent – the Ganga and the Yamuna. Throughout history, great cities have emerged and established along great rivers. Within India, the Ganga and the Yamuna have nurtured a culture because of which religious faith, rituals, culture and intellectual enlightenment have evolved in places along the two rivers(Gubernatis, 2003).

Figs 3 and 4 Exploring Uttar Pradesh along the mighty rivers takes the visitors on a magical trip. The Heritage Arc in Uttar Pradesh provides an opportunity to explore the state in all its glory. The Heritage Arc signifies heritage in terms of cultural, historical and natural aspects. Moving on this arc from one end of the state to the other, takes travellers through Agra region, Lucknow region and Varanasi region, with several exciting destinations along the way(Gubernatis, 2003).

These regions define the quintessential Uttar Pradesh. The Arc takes travellers through a kaleidoscopic journey of monuments, architectural wonders, pilgrimage centres, spiritual experiences and wildlife. The Heritage Arc is a veritable treasure trove of sights to see and experiences and provides a close look at the celebration of life in this vast state(Gubernatis, 2003).

About Lucknow and Its Tourism

Lucknow is the capital city of Uttar Pradesh and it has always been a multicultural city. Courtly manners, beautiful gardens, poetry, music, and fine cuisine patronized by the Persian-loving Shia Nawabs of the city are well known amongst Indians and students of South Asian culture and history. Lucknow is popularly known as the The City of Nawabs.It is also known as the Golden City of the East, Shiraz-i-Hind and The Constantinople of India(Govt of, 2019).

Places to Visit

Lucknow, the capital of Uttar Pradesh, lies in the middle of the Heritage Arc. This bustling city, famed for its Nawabi era finesse and amazing food, is a unique mix of the ancient and the modern. It is

Table: 1

		1.Bada Imambar a / Chota Imambar a / Picture Gallery / Shahnaja f Imambar a	2- Residen cy	3-Zoo, Luckno w	4- Museu m	5-Indira Gandhi Planetari um, Luckno w	6-Baudh Vihar Shanti Upawan w	7- Manyava r Shri Kanshi Ram Ji Green (Eco) Garden Luckno w	8- Manyava r Shri Kanshi Ram Ji Smarak Sthal, Luckno w	9-Dr. Bhimrao Ambedk ar Samajik Parivarta n Sthal Gomtina gar, Luckno w	10- External area of Gomti Nagar Luckno w associat ed with Dr. Bhim Rao Ambedk ar Samajik Parivarta n Sthal	Total - Luckno w Region
2015	Indian	677.482	407.549	1221.372	278.475	65.429	17.04	301.368	92.884	615.286	138.075	3814.96
	Foreigner	3.743	3.749	0	0.319	0	0	0	0	0	0	7.811
2016	Indian	704.649	410.508	1290.674	290.103	65.958	19.994	351.696	117.331	650.095	95.407	3996.42
	Foreigner	4.276	3.855	0	0.322	0	0	0	0	0	0	8.453
2017	Indian	756.05	448.868	1292.184	290.408	70.173	17.996	323.793	147.549	598.617	85.296	4030.93
	Foreigner	4.657	3.95	0	0.331	0	0	0	0	0	0	8.938
2018	Indian	788.56	282.617	1239.109	252.773	51.134	23.367	396.597	124.08	643.028	76.079	3877.34
	Foreigner	4.482	3.86	0	0.212	0	0	0	0	0	0	8.554
2019	Indian	791.809	457.146	1308.462	278.588	46.884	23.548	398.708	124.081	643.066	150.062	4222.35
	Foreigner	4.712	3.927	0	0.235	0	0	0	0	0	0	8.874

Source: Uttar Pradesh Tourism Department (Data in Lakhs)

home to extraordinary monuments depicting a fascinating blend of ancient, colonial and oriental architecture (Govt of, 2019).

Famous Monuments Are

- Bhul Bhulayyan (Bada Imam Bara)
- Ghanta Ghar
- Shahi Bowli
- Residency
- Rumi Gate
- Picture Gallery

METHODOLOGY FOR RESEARCH

This research is descriptive in nature. Samples are collected from Lucknow city, 51 samples are studied and analyzed for this research. Sampling method is Non Random in nature (Judgmental) as a requirement for Primary data collection. Secondary

data has also collected from various published articles and papers. Descriptive statistic analysis as used to measure the tourism development impact scale. This measurement scale consisted of 46 items reflecting the perceived economic, socio-cultural impacts. Respondents were asked to provide answers on each item that was measured by a 5-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree.

Objectives of Research

- To study about Tourist industry in Lucknow
- To analyze socio cultural and economic environment associated with tourism in Lucknow.

Analysis and Interpretation

For measuring the perception of the local

Table : 2 (Economic Condition)

<i>Descriptive Statistics</i>				
	N	Mean	Std. Deviation	Variance
The benefits of tourism to the community outweigh its costs	51	3.86	.980	.961
Tourism brings important economic benefits to the residents of the community	51	3.96	.876	1.158
Tourism creates employment opportunities for residents in the community	51	4.10	.831	.690
Tourism provides desirable jobs in the community	51	3.86	.980	.961
One of the most important aspects of tourism is that it creates a variety of jobs for the residents in the community.	51	3.96	.827	1.158
Local businesses benefit the most from tourists.	51	4.10	.831	.690
Tourism brings more investment to the community's economy.	51	4.10	.831	.690
Tourism generates tax revenues for local governments.	51	3.86	.980	.961
Our standard of living has increased due to tourist spending in the community.	51	3.96	.765	1.158
Tourism helps improve the economic situation for many residents in this community.	51	4.10	.831	.690
The price of many goods and services in the community have increased because of tourism.	51	3.96	.885	1.158
The cost of living in the community has increased because of tourism.	51	4.10	.831	.690
Valid N (listwise)	51			

Source: Developed by Authors

communities of Lucknow city towards the socio-economic impacts through tourism development indicators, descriptive statistic analysis was used. This measurement scale consists of 15 variables in total (13 socio-cultural variables, 13 economic variables, 12 standard of living and 22 satisfaction from life) reflecting the perceive economic, socio-cultural, environmental, and physical impacts

(Kulshrestha, 2017). Respondents were asked to provide answers on each variable, which was measured by a 5-point who live in Lucknow city. Likert scale ranging from 1-strongly disagree to 5-strongly agree. Statistical descriptive analyses were used to prove the respondents answers. Table 1 shows the results of descriptive statistical analysis of socio-cultural impacts of tourism.

Table : 3 (Social Condition)

<i>Descriptive Statistics</i>				
	N	Mean	Std. Deviation	Variance
During the peak tourist season, I find it harder to get tickets for the theater, movies, concerts, or athletic events.	51	4.10	.831	.690
Tourism has resulted in unpleasantly overcrowded hiking trails for local residents.	51	3.86	.980	.961
Tourism has resulted in unpleasantly overcrowded parks for local residents.	51	3.96	.950	1.158
Tourism has resulted in unpleasantly overcrowded shopping places for local residents.	51	4.10	.831	.690
Increased tourism provides more recreational opportunities for local residents.	51	3.86	.980	.961
Because of tourism, roads and other local services are well maintained.	51	3.96	.833	1.158
Tourism is a major reason for the variety of entertainment in the community.	51	4.10	.831	.690
Valid N (listwise)	51			

Source: Developed by Authors



Table : 4 (Cultural Condition)

<i>Descriptive Statistics</i>				
	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Variance</i>
Tourism has increased residents' pride in the local culture in the community.	51	3.96	.756	1.158
Tourism encourages a variety of cultural activities for local residents.	51	4.10	.831	.690
Tourism helps keep culture alive and helps maintain the ethnic identity of the local residents.	51	4.10	.831	.690
The commercial demand of tourists causes changes in the style and forms of traditional arts and crafts.	51	3.86	.980	.961
Tourism encourages residents to imitate the behavior of the tourists and relinquish cultural traditions.	51	3.96	.856	1.158
Tourism causes the disruption of traditional cultural behavior patterns in local residents.	51	4.10	.831	.690
Valid N (listwise)	51			

Source: Developed by Authors

Findings and Conclusion

Tables 1 to 6 shows the evidence. It is evident that Lucknow is host to large number of tourists each year, however it is also clear that majority of these tourist are from India itself, and the number of foreign tourists visiting Lucknow is not very encouraging. In the year 2019, the number of domestic tourists visiting Lucknow stood at 42,22,350 while for the same year the number of foreign tourists visiting Lucknow was 8,874 only. There has been significant increase in foreign tourist vising Lucknow but the total number still seems very poor. For the year 2015 foreign tourist visiting

Lucknow was 7,811 the number settled to 8,874 for 2019 showing an increase of 13.6%. The local or Indian tourist visiting Lucknow increased from 38,14,960 in the year 2015 to 42,22,350 in the year 2019 showing an increase of 10.68%. Looking at the total tourist footfall in Lucknow for the year 2015, it is extremely disappointing to note that the contribution of foreign tourist is only 0.20% to the total footfall.

The study found that there is a positive effect of tourism on economic aspects linked the society. Majority of the respondent (around 75%) felt that tourism has created employment opportunities for the residents of the community. They also felt

Table : 5 (Living Condition)

<i>Descriptive Statistics</i>				
	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Variance</i>
Your income at your current job	51	3.61	.603	.363
The economic security of your job	51	2.27	1.060	1.123
Your family income	51	3.96	.344	.118
The pay and fringe benefits you receive	51	3.31	.812	.660
Your real estate taxes	51	1.35	.890	.793
The cost of living in your community	51	1.29	.701	.492
The cost of basic necessities such as food, housing, and clothing	51	1.25	.659	.434
The conditions of the community environment (air, water, land)	51	1.29	.672	.452
The service you get in this community	51	2.04	.824	.678
The facilities you get in this community	51	2.20	.895	.801
The people who live in this community	51	3.27	.493	.243
The influx of tourists from all over the world into your community	51	3.33	.683	.467
Valid N (listwise)	51			

Source: Developed by Authors

Table: 6 (Life Satisfaction) Descriptive Statistics

	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Variance</i>
I am very satisfied with the availability of religious services in my community.	50	2.00	.969	.939
I am particularly happy with the way we preserve culture in my community.	51	2.12	.952	.906
I feel I extend my cultural outlook when I talk with tourists.	51	2.20	.980	.961
I always drink bottled or filtered water because I think the water is not clean.	51	2.12	1.013	1.026
When I see garbage left on the ground from the tourists, I don't feel good about tourism.	51	2.16	1.007	1.015
Environmental pollution threatens public safety and causes health hazards.	51	2.29	1.006	1.012
Your health	51	2.18	1.053	1.108
Air quality in your area	51	2.12	.973	.946
Water quality in your area	51	2.08	.977	.954
Your leisure life	51	2.25	1.093	1.194
Your cultural life	51	2.14	1.000	1.001
Your social status	51	2.12	1.032	1.066
Your spiritual life	51	2.14	.939	.881
Your home life	51	2.12	.973	.946
Your community life	51	2.16	1.027	1.055
Environmental cleanness in your area	51	2.29	1.045	1.092
Accident and crime rates in your community	51	2.43	.900	.810
Safety and security in your community	51	2.24	.992	.984
Your life as a whole	51	2.18	.953	.908
The way you are spending your life	51	2.33	.952	.907
Which of the following statements best fits how you feel?	51	2.12	.952	.906
How do you rate the tourism development in your community	51	2.00	.346	.120
Valid N (listwise)	50			

Source: Developed by Authors

that tourism was able to create variety of job in the community. 75% respondent also believed that tourism is also helpful in giving a push to the local business and has led to improve economic condition of the residents. However, another aspect that was highlighted is that tourism has led to increase in cost of living of its resident indicating that benefits linked to increase in economic condition could not be bear proper result as the cost of living too was increasing. It is also evident from the responses that the respondent believes that increase in tourism has also led to improvement in conditions of roads and other local services. About 55% respondent were satisfied with their earning from their job, while about 4% were very satisfied, around 40% neutral

responses were received. Another very important aspect highlighted by the respondent was related to job safety, 55% of respondent feared about job safety. Majority of the respondents (around 67%) were dissatisfied with their social status while 24% neutral responses were recorded indicating only 9% respondent were satisfied with their social status. Safety, security and crime rate remains a concern for the respondents who agree that increase in crime rate has negatively affected tourism.

There is significant agreement amongst respondent about the increase in pride in local culture in the community. The 'Lucknawi tehzeed and adab' seems to be matter of pride for community members at one end and a matter of interest for

tourist on the other. Most of the respondent (75%) also felt that tourism has helped in increase in cultural activities. This is apparent from the increase in number of programs like 'dastan goi' and 'Lucknow heritage walk' etc. The respondent agreed that tourism has help in keeping local tradition, culture and art and craft alive in the region. Informal talks with respondent also highlighted that there is interest and curiosity among tourist about certain elements related to 'Lucknawi culture' like, 'chikan clothings', 'patang baazi' 'kabootar bazi' 'pan' etc. These talks also highlighted the interest of tourist in Lucknawi food. However, they also agree that with people from different region and places visiting Lucknow there is seems to be cultural infringement i.e., the impact of culture of other places is visible on language and behaviour of member of community. There was a clear displeasure amongst respondent about nothing being done to preserve the culture of the city. 67% respondents were unhappy about way to protect culture, while 28% neutral responses were received.

The responses indicate that tourism development in still in growth stage and there is a long way to go. Tourism in Lucknow is largely centered around domestic or local tourist and Lucknow is not among prime choice for foreign tourist. Domestic tourists are somewhat aware about culture, art and craft linked with the city and thus fail to give the required push to local art and craft. There has to be a clear road map specifically for Lucknow to boost

tourism. It is necessary that there must be proper promotion of tourist places in Lucknow with an aim to attract foreign tourist. Increase in influx of foreign tourist can make Lucknow a popular tourist hub and give the required push to services associated with tourism. This will in turn bring substantial improvement in the economic environment of the city, an improvement that can be transferred to the lives of people belonging to the community. It seems that Lucknow is yet to receive government's focus in regard to tourism as is the case with cities like Agra and Varanasi. Lucknow as a tourist hub needs to be promoted for with connectivity to other popular tourist places needs to be improved; local amenities need to be enhanced.

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