

# Travel Trails

## Promoting tourism in Uttar Pradesh

The UP Tourism Directorate, established in 1974, looks after preparation and execution of schemes to promote tourism. The schemes include organising commercial activities, maintenance and promotion of the history and tradition of Uttar Pradesh. This is done with the aim of increasing the involvement of private sector to develop facilities in the state and promoting the art and craft of the state among other things.

Lucknow, the capital city of Uttar Pradesh is a unique blend of ancient, colonial and oriental architecture. The name itself evokes emotions and reactions of wondrous nostalgia. Its culture blends aesthetics, elegant graciousness and impeccable mannerisms and has been renowned for its poetry, music and amazing cuisines. The city attracts huge numbers with its mouth-watering kebabs and biryani among other delicacies.

## Food & Cuisine

*Lakhnawi* cuisine is delightful, even more for a Non vegetarians. Be it the appetizing *nahari-kulchas*, spicy *kebabs* coupled with *rumali roti*, scrumptious *biryani* or the sweet and soft *Malai ki Giloni*, they don't fail to appease the taste buds.

### History and Evolution:

The cuisines prevalent in Lucknow have greatly been influenced by *Mughal* cooking techniques. *Awadhi* is a cuisine native of the city of *Nawabs*, characterized by *dum* style of cooking. Some popular dishes include *Kebabs*, *Biryanis*, *Kormas*. However, what essentially distinguishes the cuisine is its ingredients such mutton, paneer and rich spices such as saffron.

Lucknow is also famous for its *Mughal* cuisine with its distinctive aroma and taste of spices. The elaborate cuisine includes a full course meal with a variety of accompaniments. *Haleem*, *Kofta* and *falooda* are some of the appetizing dishes of *Mughalai* cuisine.

Kebabs: These are an all-time favourite food in Lucknow. The most prominent Tunday Kebab is a must have. Other varieties of the kebabs including Galawati kebab and Boti Kebab are also highly demanded in the local restaurants.

Biryani: Biryani is one of the most preferred dishes for lunch or dinner. Awadhi biryani is an essential when you are in Lucknow.

Street Food: Lucknow is famous for street food items like Lucknowi Chaat, Khasta Kachori, Tokri Chaat. In the evenings, the bustling streets of Lucknow host all the food enthusiasts.

Desserts: After a scrumptious meal, when looking out for good dessert, Lucknow is the best place to be. It has a variety of desserts like Malai Ki Gilori, Prakash Ki Kulfi available at every nook and corner. Lucknow paan is also a must try item after a meal.

### Opportunities for Lucknow Tourism Industry

The UP Tourism Directorate plans to vigorously promote and position Lucknow as a must see tourist destination. Competing with it are towns like Agra which is by far the most popular tourist crowd puller in Uttar Pradesh.

Along with architectural marvels, the city is famous for its handicraft and *Nawabi* Style Cuisine. Even with the extensive options it offers to the tourists, the city ranks 10<sup>th</sup> in overall footfall across domestic and foreign tourists. Exhibit 2 gives tourism statistics of top 15 tourist destinations of Uttar Pradesh state. Only 5% of the tourists who visit Uttar Pradesh travel to Lucknow and of that 75% are corporate tourists. The government of Uttar Pradesh has come up with variety of initiatives to promote the inflow of tourists in the city which includes guided tours, extensive branding and the 'UP *me dum hai*' campaign.

Lucknow has a wide variety of cuisines to offer from *Biryani* to *Tunday Kebab* and *Makkehan Malai* to *Gulabi Chai*. A guided city tour with food trail will be a delight to leisure tourists visiting the state. Starting the day with cup of English tea and ending the day with a tasty meal of *Tunday* and *Roomali roti* is a traveller's paradise.

Food trail will be a differentiator for Lucknow and will be instrumental in driving foodies to the town and making it a sought after tourist destination.

## Case

### Deliverables from Participants:

#### Round 1: Designing the food trail

- A 1-page executive summary of the criteria chosen for the trail.
- A draft poster depicting the food trail on a map

**The trail may cover a variety of cuisines across the city. Brownie points for innovation!**

The trail shall be designed such that it can be leveraged for promoting tourism in Lucknow

Additional information from online and offline sources can be used to solve your case and is encouraged in order to make your plan more implementable.

**Top 8 teams will be shortlisted and invited to the campus for Round – 2.**

#### Round 2: Market research and final presentation to UP Tourism officials.

- A presentation of not more than 10 slides detailing the criteria
- Detailed market research including but not limited to – target consumers, food quality, hygiene, variety and service
- Analysis has to be logically sound, qualitatively and quantitatively rigorous for e.g. detailed budget required for the trail
- Final food trail poster after incorporating research inputs

Day – 1 (Nov 18<sup>th</sup>): On-ground market research and verifying feasibility of trail proposed in Round-1. The teams will be starting at a central location in Lucknow at 10:00 am and have to complete their study by 4:00 pm.

Day – 2 (Nov 19<sup>th</sup>): Presentation to UP Tourism officials and declaration of winners

## Submission Guidelines

### Round 1

- The deadline for preliminary round is 2330 hrs, Nov 7, 2015
- Submission should be a zip file containing a pdf with executive summary & a draft map (poster)
- It is to be named as <TeamName\_CollegeName\_TravelTrails\_R1>
- Teams can upload their entries at the upload link made available on the Travel Trails event dashboard. The upload link will be made available in due course.
- The submissions will be evaluated on the following parameters:
  - Exhaustive understanding of the case scenario and context
  - Depth of analysis of industry & key challenges - Novelty, feasibility and practicality of ideas proposed
  - Structure of presentation & clarity of ideas conveyed
  - Completeness / comprehensiveness of the solution

### Round 2

- The final presentation will be a Power-point deck (.pdf/.ppt/.pptx)
- Further details will be informed in due course

# Exhibit 1

## Lucknow Darshan

UP tourism offers two types of tour packages for Luknow Darshan

### 1. Day Tour

Day	Origin	Destination	Dep/Arr	Time	Particulars
1	Lucknow		Dep	08:30 AM	Dep. From Charbagh
			-	-	Lucknow-Residency-Bara Imambara, Hussainabad Imambara (Chota Imambara), Clock Tower, Picture Gallery, Kaiserbagh Palace Complex, Shahnajaf Imambara
			-	03:00 PM	Arr. at Charbagh

### 2. Night Tour

Day	Origin	Destination	Dep/Arr	Time	Particulars
1			Dep	05:00 PM	Start From Hotel Gomti–Shanazaf Immambara- Sikander Bagh-Gomti Bridge- Lohia Park- Janeshwar Mishra Park- Ambedkar Memorial - Musical Fountain - La-Martiniere boys College/ Victory Tower– Vidhan Sabha - Qaiserbagh Gate - Bada Imambara-Roomi Gate -- Satkhanda- Clock Tower- Chowk Bazaar - Lucknow University - Press Club ( Awadhi Dinner Optional) La-Martiniere Girls College.
			-	09:30 PM	Hotel Gomti Tour Concludes

# Exhibit 2

## Tourist Statistics of Lucknow and Uttar Pradesh over 2011-15

S.NO.	REGIONAL OFFICE	TOURIST PLACE	2011			2012			2013			2014			2015		
			INDIAN	FOREIGN	TOTAL	INDIAN	FOREIGN	TOTAL	INDIAN	FOREIGN	TOTAL	INDIAN	FOREIGN	TOTAL	INDIAN	FOREIGN	TOTAL
1		ALLAHABAD	31460984	102447	31563431	34907810	106081	35013891	84717964	387719	85105683	35605966	107141	35713107	40001670	109281	40110951
2		AYODHYA	12174136	13025	12187161	13194360	13986	13208346	14266034	15122	14281156	14361499	16848	14378347	15432558	19077	15451635
3		VRINDAVAN	3841200	18500	3859700	3865000	18600	3883600	3925000	18800	3943800	4015000	19050	4034050	12600000	47890	12647890
4		GOVARDHAN	8129100	4300	8133400	8320000	4400	8324400	8370000	4450	8374450	8450000	4850	8454850	12050000	8500	12058500
5		AGRA	6892274	1073473	7965747	7815960	1343016	9158976	7878513	1235708	9114221	8418415	1183313	9601728	9466670	1345765	10812435
6		MATHURA	6573750	24540	6598290	6590000	24600	6614600	6600000	24700	6624700	6620500	24950	6645450	6626000	25000	6651000
7		CHITRAKUT	4992800	2860	4995660	5564484	3480	5567964	5622342	3675	5626017	5870227	3828	5874055	5872519	3950	5876469
8		VARANASI	4466972	245660	4712632	4783012	278573	5061585	4966161	285252	5251413	5202236	287761	5489997	5413927	302370	5716297
9		SORAJUN (ETAH)	3500000	2500	3502500	3570000	3500	3573500	4000000	4000	4004000	4500000	5000	4505000	5200000	10000	5210000
10		RADHAKLUND	4109800	1400	4111200	4140000	1500	4141500	4160000	1550	4161550	4190000	1800	4191800	4560000	1950	4561950
11		LUCKNOW	4094981	44289	4139270	4150268	46255	4196523	4660632	55773	4716405	4883804	58015	4941819	4334421	58014	4392435
12		SHAKUMBARI DEVI	3564300	102	3564402	3724700	108	3724808	3920250	114	3920364	4096500	119	4096619	4270600	125	4270725
13		VINDHYACHAL	3710000	2495	3712495	3820000	2515	3822515	3845000	2525	3847525	3860000	2530	3862530	3875000	2535	3877535
14		BARSAANA	3262300	1760	3264060	3275000	1800	3276800	3285000	1820	3286820	3302000	1870	3303870	3310500	1900	3312400
15		BRAJGHAT (GARHMUKTESHWAR)	2572700	0	2572700	2694900	0	2694900	2863400	0	2863400	2992500	0	2992500	3119700	0	3119700

[http://www.uptourism.gov.in/pdf/tourism\\_stats\\_year\\_wise.pdf](http://www.uptourism.gov.in/pdf/tourism_stats_year_wise.pdf)

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