

# UP forms tourism body in each dist to tap potential

## Initiative To Attract Investments

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**Lucknow:** In its bid to tap the tourism potential of Uttar Pradesh, the state government has constituted District Tourism and Cultural Promotion Council (DTCCPC) in each district.

While the process has been finalized in 69 districts, it will take another week or so for the council to take shape in remaining districts.

“The idea behind the initiative is to stir local economies with tourism potential, and also stimulate tourists, pilgrims and investors in unex-



DTCCPC has been set up in 69 districts in the state so far

plored and untapped hotspots. Alongside, this will help in reviving dying art forms, restore locally significant places of interest besides creating jobs for the locals in their own neighbourhood,” said Mukesh Meshram, principal secretary, tourism, culture and religious affairs.

The council, to be headed by district magistrate of the

respective district, will have district tourism officer, regional tourism officer and officers of the concerned department as its members, said Meshram. “Together, they will work to identify places of tourist attractions and draw plans with the help of experts for tourism infrastructure as per trending demands and global standards,” he said.

Once the base is ready, the council will also launch publicity campaigns in coordination with different stakeholders from the travel and hospitality industries to attract tourists from both within the country and abroad as well as investors. The DTCCPC members will meet once every month to resolve issues related to registration, application of incentives, exemption in stamp duty, land conversion and development charges. In addition, DTCCPC will

also address problems of applicants and investors. The draft proposal in this regard was approved by the state cabinet in July. In another initiative, the state tourism department has set various categories for selecting a tourist spot, including cultural, historical and religious importance, popular fairs and festivals, literature, food, handicrafts, artworks and so on. Industry experts have lauded the idea. “There is no dearth of destinations in UP. While big names like Ayodhya, Varanasi, Agra, Mathura and Vrindavan, Lucknow or Jhansi work as natural magnets for pilgrims and tourists, scores of smaller places can be a treat for explorers. The district level infrastructure will help the state go deeper and work at the micro level,” said Prateek Hira, head of FICCI committee on tourism.