

UP's new tourism policy eyes ₹40,000cr investments in 5 years

Shailvee.Sharda
@timesgroup.com

TOURISM GAME CHANGER



The proposed new UP Tourism Policy-2022 aims at total revamp of the sector. Goals include

Attracting investments worth ₹40,000cr in five years	Achieving sectoral growth of 10% per annum and share of 15% in state economy	Creation of one million additional jobs in tourism and hospitality sector
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Projecting & making UP a safe tourist destination

SALIENT FEATURES

- Award industry status to tourism sector to extend benefits, subsidies & incentives to sector 
- Create Special Tourism Zones or Focus Tourism Destinations (FTDs) for prioritized development & provide an integrated and holistic experience for tourists
- Extend 2% subsidy (on total cost) for shooting films in UP if the film showcases footage, spanning from 30 seconds to 2 minutes, of the notified FTD 
- Set up policy

implementation unit and investor facilitation cell at the directorate to speed up implementation

- Form Ecotourism Board to monitor responsible, safe, sustainable and eco friendly tourism initiatives
- Identify rural tourism clusters and develop district tourism plans
- Diversify tourism experience and add new options/products in areas like craft tourism, agro tourism, village homestays, adventure and water parks, village and farm stays and students' excavations

(Source: GoUP)

show providers, dharmashalas, ashrams, yoga centres, yoga grams, wellness centres, and wayside amenities.

To make tourism sector lucrative, a capital investment subsidy will be provided. All eligible tourism units will be eligible for capital subsidy in different categories. The amount ranges from Rs 50 lakh to Rs 25 crore in different slabs.

An additional 5% subsidy will be given to those willing to invest in tier-2 or lower cities, towns, villages and new tourism units in focused tourism destinations. Also, a 5% special incentive will be for women entrepreneurs and those belonging to Scheduled Castes, Scheduled Tribes or backward classes.

Encouraging owners of old havelis and mahals to join the bandwagon, the tourism department has made special provisions. An amount equal to capital funding of 25% of the capital cost of the project cost or Rs 2 crore, whichever is less, will be given for construction/ expansion/ renovation of heritage hotels.

Expected to be placed before the cabinet in a week or so, the policy is being taken well by the industry players who have been consulted on different topics.

Principal secretary, tourism, Mukesh Meshram said: "The idea is to come up with a framework that is lucrative and investor-friendly, creates jobs and boosts local economies. The guiding principle has been to energize the system so that it fuels UP's trillion dollar economy dream."

ded many new age choices as tourism units so that they become eligible for incentives.

With this, the department

will be able to patronize startups and business ideas such as caravans, tented accommodation, sound and light

Lucknow: Eyeing total transformation of tourism sector in Uttar Pradesh and to make it a key contributor to state's dream of becoming a trillion dollar economy, the upcoming tourism policy-2022 promises to be an 'instrument of change'.

Open for suggestions and objections of stakeholders, a draft of the policy has been circulated in key departments for finalization.

Two key goals of the policy include attracting investments of Rs 40,000 crore in the next five years and to increase the availability of tourism infrastructure and take it to the national average.

Measured in terms of hotel rooms per lakh population, UP is home to just 35 rooms against the national average of 247. Some better performing states include Uttarakhand (425), Tamil Nadu (234), Rajasthan (120) and Madhya Pradesh (56).

While the policy aims to boost infrastructure development in tourism sector and attract foreign investments, it has taken a deep dive into existing trends and demands to achieve goals.

To attract Rs 40,000 crore investments, it has been proposed that industry status will be awarded to the sector so that it can get subsidies, benefits and exemptions provided to MSME units.

Going beyond usual categorization of a tourism unit which involved hotels, budget hotels, resorts and homestays, the new policy has ad-