

Uttar Pradesh

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UTTAR PRADESH TOURISM

Uttar Pradesh Tourism Policy 2022

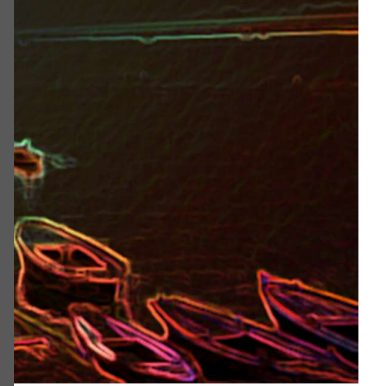
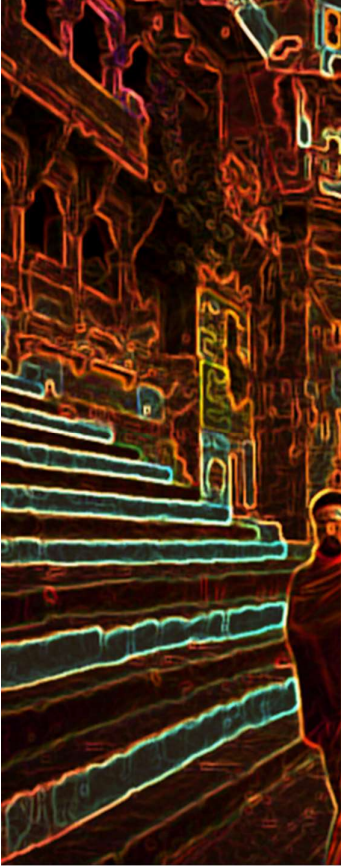


Table of Contents

Introduction.....	5
Period of Operation.....	5
Coverage	5
Tourism Roadmap 2022.....	6
1. Focus Tourist Destinations (FTDs).....	8
2. Thematic Sectors	9
2.1 Heritage, Art & Culture	9
2.2 Spiritual/ Religious Tourism	9
2.3 Eco, Nature & Wildlife.....	10
2.4 Wellness and Medical Tourism	10
2.5 Meeting, Incentive, Conferences & Exhibitions (MICE).....	11
2.6 Adventure Tourism.....	11
2.7 Water based activities	11
2.8 Rural/ Village/Tribal based Tourism.....	12
2.9 Agri Tourism	12
2.10 Cuisine Tourism.....	12
2.11 Wedding Destination Tourism.....	13
2.12 Youth (YUVA) Tourism	13
3. Mega Circuits and enhancement of present offerings	13
4. Eligible Tourism Units	19
4.1 Adventure Tourism Project.....	19
4.2 All-weather/seasonal camps.....	19
4.3 Budget hotel	19
4.4 Caravan Tourism Units	20
4.5 Caravan Parking Places.....	20
4.6 Convention Centre for MICE activities	20
4.7 Cultural Centers.....	20
4.8 Cultural, Rural village or Tourist Village	21
4.9 Eco-Tourism Resorts/ units.....	21
4.10 Farm Stay	21
4.11 Flotels/ Floating Restaurants	21
4.12 Heritage Hotel.....	22
4.13 Heritage Homestays	22
4.14 Hotels	22

4.15 New Tourism Startup Units	22
4.16 International Yoga Center/Naturopathy Centers	22
4.17 Light and Sound show/ Laser shows	23
4.18 Mega Projects.....	23
4.19 Multi Level Parking	23
4.20 Permanent Tented Accommodation/Swiss Cottages	23
4.21 Pilgrimage Dormitories (Dharamshalas and Ashrams)	23
4.22 Public Golf course units- Open and Non-restricted.....	23
4.23 Public Museums	23
4.24 Resorts	23
4.25 Revolving Restaurant.....	24
4.26 Rural Homestay	24
4.27 Theme Park/ Amusement Park/ Water Park	24
4.28 Tour and Travel Operators working for International inbound tourists	24
4.29 Tourism and Hospitality Training Institute.....	24
4.30 Waterbodies/ Lake/ River Cruise Tourism unit	24
4.31 Wayside Amenities/ Dhabas.....	25
4.32 Wellness Centre.....	25
4.33 Wellness Resorts/ Units	25
5. Heritage Tourism Units.....	25
6. Bed and Breakfast / Homestay scheme.....	28
6.1 Benefits under the Scheme	28
6.2 Registration Process	29
7. Incentives, Subsidies and Concessions	29
7.1 Industry Status to Tourism	29
7.2 Capital Investment Subsidy to Eligible Tourism Units.....	30
7.3 Additional Capital Subsidy	30
7.4 Interest Subsidy to Eligible Tourism Units.....	30
7.5 Stamp Duty Exemption.....	31
7.6 Conversion and Development Charges	31
7.7 Employment Generation Subsidy.....	31
7.8 Special incentive for specially abled friendly units.....	31
7.9 Specific Incentives	31
8. Government Facilitation	34
8.1 State Tourism Awards.....	34
8.2 Tourism Police	34

8.3 Driving investment in Tourism Sector at Uttar Pradesh	34
8.4 Allotment of Government Land for Tourism Units	36
9. Institutional Mechanism	36
9.1 State Level Committee (SLC)	36
9.2 State Level Special Tourism Committee (SLSTC)	37
9.4 State Level Policy Implementation Committee (PIU)	38
9.5 District Tourism Promotion Council	38
9.6 Amendment	38

Introduction

Uttar Pradesh is already a globally known and popular tourism destination which receives the greatest number of Foreign Tourist Arrivals (FTAs) and Domestic Tourist Arrivals (DTAs) each year. Most recently, Uttar Pradesh (UP) emerged at the top position for attracting the highest number of domestic tourists and secured third position in attracting foreign tourists with a record footfall of nearly 47 lakhs in 2019. The tourism industry in UP has a significant contribution to the states' economic growth. It is expected that this Policy will strengthen the existing infrastructure, will foster infrastructure development, income, and employment generation, and increase the much-needed availability of hotel rooms for the tourists.

Uttar Pradesh has guarded India's treasure trove of heritage and cultural assets over the ages which attract heritage enthusiasts not just from all over the country but across the world. Through quality upkeep and restoration of assets designed to improve visitor experience, the state aims to increase tourism earnings and footfall with increased average length of stay (ALS) and to encourage repeat visits. Uttar Pradesh is now popularizing new thematic tourism products such as eco-tourism, adventure tourism, rural tourism and YUVA tourism as niche tourism products to build interest in new age tourists and travelers.

The new Tourism Policy 2022 will replace the Tourism Policy 2018. The new Policy has been formed keeping in view new emerging trends in the tourism sector, representations given by various stakeholders including the tourism and hospitality associations and suggestions received from other departments. The policy primarily addresses issues related to ease of implementation through a district promotion council and policy implementation committee, speedy implementation through inter-departmental coordination with departments like Revenue, Urban Development and Housing and Local Self-Government and incentivizing tourist destinations as Focus Tourist Destinations in Uttar Pradesh.

Period of Operation

This scheme comes into effect from 23rd November 2022 and shall remain in force for a period of 5 years or until substituted.

Coverage

The units under Uttar Pradesh Tourism Policy 2022 will include

- Tourism units which have already availed benefits under the tourism policy of 2016 and 2018, implemented earlier, will get benefits within the permissible limits of expansion under this policy.
- Tourism units built or under construction or non-operational after 1st February 2018 but registered under the Tourism Policy 2018 and start commercial operations during the

operative period of Tourism Policy 2022 will be eligible as per the rules to get the permissible benefits under this tourism policy.

- Heritage buildings, palaces, forts and other old, classified buildings constructed before 1st February 2016 and converted into tourism units through adaptive reuse will be allowed to obtain benefits under this policy. Determination of eligibility for providing financial incentives/subsidies to these units will be done through the Departmental Screening Committee after inspection and evaluation. The final approval of a Special Category Building shall be decided by State level Special Tourism Committee
- All eligible tourism units registered under Tourism Policy 2022

Tourism Roadmap 2022

Vision

Transform Uttar Pradesh into a Global and Responsible tourism destination while ensuring best visitor experience along with ample opportunities and economic prosperity for all.

Guiding principles

Suchna (Awareness), Swagat (Welcome), Suvidha (Amenities), Suraksha (Safety), Swachhata (Cleanliness), Sanrachna (Infrastructure) and Sahyog (Support) form the guiding principles for this policy, and intervention roadmap for the policy period.



Mission

The Government endeavours to achieve the following towards shared prosperity among all strata of tourism stakeholders.

1. Tap the tourism potential of the state by introducing new experiential tourism offerings along with world class tourist infrastructure for best tourist experience.
2. Provide a conducive business environment with investment-friendly processes and policies to encourage and sustain private sector participation.
3. Market & promote new tourism products, events, and the lesser-known destinations of the state globally to attract incremental tourist footfalls.
4. Undertake tourism specific skill development and capacity building leading to gainful employment or self-employment especially for the local populace.

Objectives

To achieve the mission, the Department has laid down a set of objectives:

1. Develop Focus Tourist Destinations (FTDs) around Uttar Pradesh promoting and developing tourism in lesser-known areas.
2. Build on thematic sectors in Uttar Pradesh incentivising investment and generating employment.
3. Collaborate between private and public sector players to create a high-quality tourist centric ecosystem.
4. Emphasis on comprehensive development of tourist ecosystem to drive the Government's short-medium and long-term vision for Uttar Pradesh tourism.
5. Enhance infrastructure and tourism offerings across tourism circuits to drive quality and reach of inbound tourists.
6. Focus on developing destinations to drive growth across divisions/ planning areas and serve as flagship pull factors.
7. Develop niche tourism products, including identification of USPs in villages to drive niche tourism products from UP's heartlands.
8. Target services and tourism supply response driven by customer intelligence data from tourism touchpoints including social media handles, website, and applications.
9. Develop new tourism products and services like caravan tourism, water sports, adventure activities etc at lesser-known tourist attractions.

Targets

1. Top tourist destination domestically and aim to come on top in terms of foreign tourist arrivals
2. Attract investments worth INR 20,000 crore
3. Create 1 million additional jobs in the tourism and hospitality sector
4. Achieve sectorial growth of 10% p.a. and share of 15% in GSDP by encouraging Mega Project investments especially in less developed tourism zones with high potential
5. Improve the brand image of Uttar Pradesh in terms of safety and a tourist destination for experiential tourism

1. Focus Tourist Destinations (FTDs)

Uttar Pradesh has a strong intent to valorize and brand certain regions as tourism destinations in the State. Destination development of these regions would entail strategically designed and defined touristic areas with an aim to provide tourists a holistic end to end experience at the tourist place with all customer touch points managed in a streamlined manner.

- a. The Department shall notify a list of **Focus Tourism Destinations (FTDs)** from time to time for prioritized development to provide an integrated and holistic experience for the tourists.
- b. The Department shall coordinate the development and maintenance of tourism infrastructure facilities (this includes cleanliness, waste management systems, rest areas, parking facility, road signages, information kiosks, last mile connectivity and other public services and amenities) that are crucial for ensuring a memorable experience for tourists.
- c. The Department shall establish **“Destination Management Organisations”**. This would be a decentralised approach of operating and managing such identified destination developments with inclusion of local/regional players/societies in the management of assets.

2. Thematic Sectors

The Department will identify and develop thematic areas across Uttar Pradesh to promote niche tourism themes across the State to attract investments and generate employment.

2.1 Heritage, Art & Culture

UP's rich culture and heritage would be a key driver further enhancing its strong positioning in this product domestically as well as internationally.

- a. The Tourism Department shall work with Archaeological Survey of India (ASI), state Archaeology Department, conservation architects and national/ international heritage agencies to undertake restoration projects of various underdeveloped potential tourist sites in Uttar Pradesh.
- b. Proposals shall be formulated on priority to apply for listing other sites of national importance under UNESCO and other world heritage programs by the Joint Committee.
- c. Identification of sites of significance in each administrative division especially in Bundelkhand, with potential for adaptive reuse to tourism units shall be undertaken.
- d. The Tourism Department shall work closely with Departments of Information and Public Relations, Archaeology and Museums, Forest, Uttar Pradesh Handicrafts Development and Marketing Corporation, and other relevant agencies to revive and promote the culture and heritage of Uttar Pradesh while protecting its authenticity.
- e. The Department shall showcase events such as Kumbh Mela, Buddhist Conclave, Yoga conclave and Kumbh on the world stage through targeted marketing and promotional activities, with efforts to enlist other such mega celebrations as intangible world heritage.

2.2 Spiritual/ Religious Tourism

The state aims to promote a hassle free serene and spiritual experience to travellers visiting this crucible of religious, spiritual, and academic thought and beliefs.

- a. Analysis of demand and supply statistics shall be undertaken for the developed circuits- Ramayana, Buddhist, Krishna and Sufi etc. Based on the assessment, support would be extended for setting up and enhancing the civic amenities and facilities available at religious tourist destinations.
- b. Focus shall be placed on interconnecting the state circuits with national and international travel itineraries created across Hinduism, Jainism, Buddhism and Sufiism.

- c. Availability and quality of accommodation facilities across budget preferences shall be facilitated at spiritual tourism destinations. The state shall proactively promote tour packages to encourage large format pilgrimage tourism towards building a sizeable market within a brief period.

2.3 Eco, Nature & Wildlife

The state is home to dense forests and abundance of natural assets that can be leveraged through planned, sustainable, and responsible tourism initiatives.

- a. The Eco-Tourism Board will jointly develop and market the ecological destinations and strategize further through the extant MoU executed for development of eco-tourism sites
- b. Facilities shall be developed in a planned manner with a focus on conservation and green practices including a focus on responsible tourism.
- c. The proposed eco-tourism activities/ development shall be in accordance with the provisions of the environmental law/act of the centre/ state, especially in conformance the Wildlife (Protection) Act, 1972 and the Forest (Conservation) Act, 1980 and various other directives issued by the Government ever so often.

2.4 Wellness and Medical Tourism

The state is a magnet for spiritual tourism, making it an apt destination for wellness tourism as an extension. Yoga, Ayurveda, and other wellness practices will be focussed upon and promoted as lifestyle enhancement techniques to gain national and international attention.

- a. The State shall aim to integrate Wellness with Spiritual Tourism, where in world class Wellness centres can be developed in Spiritual Areas of Uttar Pradesh like Sarnath, Shravasti, Kapilvastu, Varanasi (along the river Ganga), Mathura (Vrindavan) where prior emphasis has been on Spiritualism
- b. An International Yoga Conclave shall be organised on an annual basis to draw more traffic and position Uttar Pradesh as a wellness tourist destination.
- c. The Department shall facilitate the development of wellness centres in ecological areas would not only attract attention of tourists, but also provide experiential tourism
- d. The department shall identify potential nationalities visiting Uttar Pradesh for Medical Tourism across the state and create a targeted marketing and promotion plan.
- e. Shall facilitate the creation of an ecosystem of facilitators and tourism service providers in the medical tourism space to attract more tourists for medical procedures in addition to spiritual, yoga and ayurveda services.

2.5 Meeting, Incentive, Conferences & Exhibitions (MICE)

MICE is a growing segment of the tourism sector and overtaking the traditional business trips segment shall bring in high-spending tourists to boost the local economy.

- a. Suitable locations like Agra and Ghaziabad, for setting up state-of-the-art conventional centres supported by an events ecosystem shall be identified to build UP as an attractive destination for tourists and businesses
- b. Special emphasis shall be placed on attracting international and national level multilateral meetings/ mega expositions/ events to the state across sectors.
- c. The department shall help entrepreneurs collaborate with hotel and transport associations of State to enhance the viability of MICE projects. Tour operators and travel agencies shall be encouraged to promote customized travel tours and packages along with MICE events as pre-event or post-event leisure activities.

2.6 Adventure Tourism

Uttar Pradesh's unique topography conducive to the development of Adventure Tourism, especially in areas like Bundelkhand, Sonbhadra, Chitrakoot and Ramgarh Tal offers a unique adventure value proposition, which can be adopted in other parts of the state.

- a. Potential adventure hubs such as Banaras, Bundelkhand, Ramgarh, Chitrakoot, Chambal, Deogarh and Sonbhadra shall be identified and developed as camping/ trail sites and for adventure activities including ziplines, ropewalks, treks, rock climbing, cave exploration, etc.
- b. Adventure Tourism Board shall be formed to promote new tourism products and ensure safety and accreditation standards.
- c. The Department shall conduct and invite adventure tourism events to bring tourists to sites with an adventure potential.
- d. Adventure tourism operators of global repute shall be invited and assisted to set up activities in sites that offer a picturesque landscape.

2.7 Water based activities

The State is blessed with unique assets in the form of expansive and picturesque rivers, catchment areas and ghats conducive to development of inland water and cruise-based tourism. Emphasis would be laid on development of cruise-based tourism products especially in the luxury segment.

- a. Collaborations with the private sector and Inland Waterways Authority of India (IWAI) shall be undertaken to facilitate development of new vessels including cruises, house

boats, yachts, floating restaurants, low floor boats, etc in areas conducive for water-based tourism such as Varanasi and Chitrakoot.

- b. Focus shall be placed on development and upgradation of necessary land and water-based infrastructure including jetties, marinas, etc to catalyse water-based tourism products through PPP mode.

2.8 Rural/ Village/Tribal based Tourism

Rural Tourism initiatives would focus on allowing the tourist to actively participate in rural settings while ensuring lodging and boarding. Villages with core strength in handlooms, handicrafts, etc. can be developed with a view to facilitate income to producers, preserving craft and offer an offbeat experience to tourists.

- a. Village tourism hubs shall be declared within short driving distance of inbound tourist arrival points such as Agra, Varanasi, Lucknow, Ayodhya and Prayagraj.
- b. The Department shall identify stakeholders who specialize in rural tourism apart from accommodation providers such as hotel, B&B, farm Stay owners and tourist guides.
- c. The process of identification of rural tourism clusters shall be done to create 75 model themed tourism villages across the state which may form part of a rural tourism cluster.
- d. Local entrepreneurship avenues shall be facilitated to generate employment in the remote areas and shall help low-income groups earn additional income.

2.9 Agri Tourism

“Agri Tourism” is a form of niche tourism that includes active involvement in agriculture-based operation such as guided tours, knowledge sessions, animal rides and local cuisine.

2.10 Cuisine Tourism

Culinary tourism is an important branch of tourism that promotes local businesses and shines a light on different cuisines. Culinary tourism helps in attracting interested tourists boosting community pride.

- a. Development and promotion of the gourmet trails of Uttar Pradesh to showcase the rich culinary heritage of the State.
- b. Shall plan an annual event attracting domestic and international tourists to taste and dine the different palates of the districts of Uttar Pradesh.
- c. Shall promote research in and documentation of culinary traditions by IHM, IIM, MKITM and other institutes etc.

2.11 Wedding Destination Tourism

Uttar Pradesh has the top tourism draw of India, easily recognized world over. With the Taj Mahal, an epitome of love within the State, the Department aims to develop wedding tourism as a niche product in its policy.

- a. Identification of Wedding Tourism destinations to be listed in an online inventory system to aid wedding planners and event management firms.
- b. Palatial/Heritage properties and gardens in government undertaking to be offered for hosting events. Incentives shall be decided by the Department to aid grand marriages taking place in heritage properties.

2.12 Youth (YUVA) Tourism

Youth tourism clubs have been identified as a means for inculcating responsible and sustainable tourism in the state to develop a deeper understanding of UP and by extension Indian culture and heritage.

- a. The Department shall engage with schools and colleges to facilitate educational, recreational, and responsible trips in the state.
- b. Youth wings shall also be engaged to become a part of youth clubs and promote youth tourism in the State.

3. Mega Circuits and enhancement of present offerings

Uttar Pradesh is one of the most preferred states in the country due to the presence of a unique bouquet of tourist attractions. Taking advantage of existing tourism products including the creation of mega circuits, the Government has presently developed 12 mega circuits as given below.

1. Ramayana Circuit

- a. Ayodhya
- b. Bithoor (Kanpur)
- c. Bijethua Mahaviran (Sultanpur)
- d. Chitrakoot
- e. Shringverpur
- f. Others

2. Krishna / Braj Circuit

- a. Baldev Mandir (Mathura)
- b. Mahaban (Mathura)
- c. Vrindavan
- d. Nandgaon
- e. Barsana

- f. Govardhan
- g. Gokul
- h. Others as recommended by Brij Teerth Vikas Parishad

3. Buddhist Circuit

- a. Kapilvastu
- b. Shravasti
- c. AtranjiKhera (Etah)
- d. Sankisa
- e. Kaushambi
- f. Sarnath
- g. Kushinagar
- h. Devdeh (Maharajganj)
- i. Others

4. Mahabharata Circuit

- a. Hastinapur
- b. Ahichchhatra
- c. Gonda
- d. Keechakvadh Sthal, Raath (Hamirpur)
- e. Handia
- f. Prayagraj
- g. Lakshagraha Handia (Prayagraj)
- h. Mathura
- i. Kampilya (Farukkhabad)
- j. Barnava (Baghpat)
- k. Kaushambi
- l. VidhurKuti (Bijnor)
- m. Others

5. Shakti Peeth Circuit

- a. Vindhyavasini Devi (Vindhyachal)
- b. Jwala Devi (Sonbhadra)
- c. Sita Samahit Sthal (Bhadohi)
- d. Lalita Devi (Prayagraj)
- e. Alopi Devi (Prayagraj)
- f. Kadavasini (Kaushambi) (Repeat)
- g. Shivani Devi (Chitrakoot) (Repeat)
- h. Gayatri Shakyipeeth (Sumerpur)
- i. Pateshwari Devi Devipatan (Balrampur)

- j. Lalita Devi (Naimisharanya)
- k. Shakumbhari Devi (Saharanpur)
- l. Katyayani Devi (Mathura) (Repeat)
- m. Sheetala Chaukia Dham (Jaunpur)
- n. Vishalakshi Devi (Varanasi)
- o. Belha Devi (Hamirpur)
- p. Bairagarh Mata, Konch (Jalaun)
- q. Chandika Devi, Buxar (Unnao)
- r. Kushmanda Devi, Ghatampur (Kanpur Dehat)
- s. Devkali Mandir (Auraiya)
- t. Maa Tarkulha Devi Dham (Gorakhpur)
- u. Maa Sheetla Mata Sthal (Mau)
- v. Others

6. Adhyatmik Circuit

- a. Gorakhpur
- b. Balrampur
- c. Ghazipur (Hathiyaram, Bhudkura)
- d. Goriya (Mathura)
- e. Sant Ravidas Sthal
- f. Mauni Baba, Chochakpur (Ghazipur)
- g. Pavhari Baba Ashram (Ghazipur)
- h. Kinaraam Ashram (Chandauli)
- i. Triveni Sangam (Prayagraj)
- j. Bhardwaj Ashram (Prayagraj)
- k. Ghuisarnath Dhaam (Pratapgarh)
- l. Bhrigu Rishi Ashram (Fatehpur)
- m. Vyaaspeeth Kalpi (Jalaun)
- n. Gola Gokarn Nath (Lakhimpur Kheri)
- o. Maa Parmeshwari Devi (Azamgarh)
- p. Bhrigu Ashram Baleshwar (Ballia)
- q. Dugdeshwar Shiv Sthal (Deoria)
- r. Makhauda Dhaam (Basti)
- s. Shiv Mandir Shrankhla, Bateshwar (Agra)
- t. Soron Ashram (Kasganj)
- u. Sheetla Mata Mandir (Mainpuri)
- v. Hanumat Dham (Shahjahanpur)
- w. Hanuman Mandir (Shamli)

x. Others

7. Sufi / Kabir Circuit

- a. Jayas (Amethi)
- b. Maghar (Sant Kabir Nagar)
- c. Salim Chishti Dargah (Fatehpur Sikri)
- d. Dewa Sharif (Barabanki)
- e. Dargah Marehra Sharif (Etah)
- f. Dargah Sufi Shah Sharif (Firozabad)
- g. Dargah Shafi Shah Sharif (Firozabad)
- h. Lahartara Ashram Kabir Janam Sthali (Varanasi)
- i. Khanqah-e-Niyazia (Bareilly)
- j. Kichhauchha Sharif (Ambedkarnagar)
- k. Others

8. Jain Circuit

- a. Deogarh
- b. Hastinapur
- c. Vahelna (Muzaffarnagar)
- d. Baghpat
- e. Bateshwar
- f. Kampil (Farrukhabad)
- g. Parshwanath (Varanasi)
- h. Shreyansanatha (Varanasi)
- i. Suparshvanatha (Varanasi)
- j. Chandraprabhu (Varanasi)
- k. Chandravar Jain Mandir (Firozabad)
- l. Bahubali Jain Mandir (Firozabad)
- m. Mangalayatan Jain Mandir (Hathras)
- n. Ahikshetra Parshwanath Digambar Jain Mandir (Ramnagar)
- o. Others

9. Bundelkhand Circuit

- a. Charkhari (Mahoba)
- b. Chitrakoot
- c. Kalinjar
- d. Jhansi
- e. Lalitpur
- f. Deogarh
- g. Banda

- h. Hamirpur
- i. Jalaun
- j. Others

10. Wildlife & Eco Tourism circuit

- a. Dudhwa National Park
- b. Pilibhit Tiger Reserve
- c. Bakhira Sanctuary
- d. Chandra Prabha Wildlife Sanctuary
- e. Hastinapur Wildlife Sanctuary
- f. Kaimoor Sanctuary
- g. Katarniaghat Wildlife Sanctuary
- h. Kishanpur Wildlife Sanctuary
- i. Lakh Bahosi Sanctuary
- j. Mahavir Swami Sanctuary
- k. National Chambal Wildlife Sanctuary
- l. Nawabganj m. Bird Sanctuary
- m. Parvati Arga Bird Sanctuary
- n. Patna Bird Sanctuary
- o. Ranipur Sanctuary
- p. Saman Sanctuary
- q. Samaspur Sanctuary
- r. Sandi Bird Sanctuary
- s. Sohagi Barwa Sanctuary
- t. Suhelva Sanctuary
- u. Suraha Tal Sanctuary
- v. Vijai Sagar Sanctuary
- w. Shekha Jheel Aligarh
- x. Sur Sarovar Pakshi Vihaar, Agra
- y. Amangarh Tiger Reserve, (Bijnor)
- z. Blackbuck Conservation Reserve, Meja (Prayagraj)
- aa. Lion Safari Park, Etawah
- bb. Others as recommended by Eco-Tourism Board

11. Craft Circuit

- a. Marble Inlay and Zardozi (Agra)
- b. Glass Craft (Firozabad)
- c. Glass beads Craft, Purdil Nagar (Hathras)
- d. Tarkashi Craft (Mainpuri)

- e. Brass Craft (Moradabad)
- f. Brass Craft and Tala (Aligarh)
- g. Wooden Craft (Saharanpur)
- h. Muda Craft (Hapur)
- i. Hathkargha Pilkhuwa (Hapur)
- j. Banarasi Saree (Varanasi)
- k. Gulabi Meenakari (Varanasi)
- l. Wooden Toys (Varanasi)
- m. Stone Carving (Varanasi)
- n. Zari work (Jaunpur)
- o. Brass Utensils (Mirzapur)
- p. Pottery Udyog (Chunar)
- q. Brass Craft, Jakhora (Lalitpur)
- r. Brass Craft, Amra (Jhansi)
- s. Silverfish Craft, Maudaha (Hamirpur)
- t. Shazar Stone Craft (Banda)
- u. Paper Craft, Kalpi (Jalaun)
- v. Glazed Pottery (Rampur)
- w. Carpet Craft (Amroha)
- x. Khurja Pottery (Bulandshahr)
- y. Carpet Craft (Sambhal)
- z. Terracotta (Gorakhpur)
- aa. Others (ODOP Approved Clusters)

12. Swatantrata Sangram Circuit

- a. Meerut
- b. Shahjahanpur
- c. Kakori
- d. Bawan Imli (Fatehpur)
- e. Chauri-Chaura (Gorakhpur)
- f. Mahua Dabur (Basti)
- g. Others

Among the 12 Circuits, Bundelkhand will have large focus on adventure tourism, Heritage tourism and wildlife circuit and will have Eco and Nature tourism as the prime focus. Going forward department will promote the circuits but not limit incentives and investments within these circuits.

Those units within 20 kms of the sites mentioned in the tourism circuits will be entitled for Capital and Interest subsidy as per Policy Guidelines.

Note: In addition to the above circuits, other places (tourism destinations) in the State which are unserved destinations will also be able to get all the permissible benefits under the Tourism Policy 2022. The list of such unserved destinations/districts will be published by the department from time to time on the departmental website.

4. Eligible Tourism Units

Eligible Tourism units refers to the list of tourism units identified by the Department of Tourism that shall be prioritized for development in Uttar Pradesh during the policy period. The Eligible tourism units identified below shall be eligible for incentives, subsidies and concessions under the Policy. The definitions and specifications for the Tourism units shall be as per the guidelines and related notifications issued by the department from time to time.

4.1 Adventure Tourism Project

Involves exploration or travel with perceived (and possibly actual) risk, and potentially requiring specialized skills and activities. Adventure Tourism activities may be classified under below mentioned three categories –

- i. Land-Based Adventure Tourism – ATV Tours, Bungee Jumping, Cycling Tours, Jeep Safaris, Motorcycle tours, Mountaineering, Nature Walks/ Bird Watching, Rock Climbing/Artificial Wall climbing, Segway tours, Trekking, Wildlife Safaris, Zip Wires and High ropes courses, etc.
- ii. Water-Based Adventure Tourism – Kayaking, Rafting, River Cruising, Water sports centers, etc.
- iii. Air-Based Adventure Tourism – Hot air ballooning, Paragliding, Sky diving, etc.

4.2 All-weather/seasonal camps

Temporary tented accommodation capacity for at least 8 persons. There should be a minimum of 4 camping tents along with a washroom for such campgrounds. It should have minimum ecological impact.

4.3 Budget hotel

Budget hotels provide clean, comfortable, safe, inexpensive rooms and meet the basic need of guests. The Budget hotel appeals primarily to budget-minded travelers who want a room with minimum services and amenities required for a comfortable stay, preferably, according to the guidelines of Ministry of Tourism, Government of India. These units

should have a minimum of 10 lettable rooms with attached bathrooms. The establishments should be registered as a commercial entity and have GST registration number

No. of Rooms	Classification /Category
10-50 rooms	Budget

4.4 Caravan Tourism Units

Vehicles with the ideal length of caravan to be 8.5 m, specially constructed for the purpose of travel, leisure, and accommodation. Preferred requirements include: 1). Sofa cum bed for 2 people. 2). Kitchenette with fridge and microwave oven. 3). Toilet. 4). Net Connectivity 5). IT enabled real-time monitoring systems for the caravan 6). Air-Conditioning. The caravans should operate at least three months in a year, post successful commercial operations.

4.5 Caravan Parking Places

Specialized area with minimum 5 parking bays established with necessary infrastructure for caravan/ campervan parking/ overnight stay in allotted spaces. Caravan Parks should be operational during season and connected from the main road. Specific requirements should include a boundary wall with lockable gates, first aid kit and safety norms and at least 5 male and 5 female toilet, bathroom facilities other basic amenities that are operational 24*7. The supervisory staff and other workers should be trained in disaster management, repairing or service workshop/ facility.

4.6 Convention Centre for MICE activities

Covered facility with minimum carpet area of 5,000 sq ft., with at least one convention hall, one exhibition hall, one restaurant and parking facilities area that is designed to hold conventions, conferences, and exhibitions. It should have a seating capacity of at least 500 persons.

4.7 Cultural Centers

“Cultural Tourism Project” is a tourism project set up to showcase the tangible and intangible cultural attractions / products / knowledge / practices in a tourism destination and to promote the culture, rural life, art, craft, cuisine, and heritage of rural locations in the State of Uttar Pradesh.

Set up on a minimum area size of 10,000 sq ft., the Cultural centers and Craft Markets will be perennial in nature, have minimum 5 (five) commercial sale outlets for artisans and will exclusively include commercial transactions of craft materials. This will exclude malls. Culinary Festivals will include commercial sale and promotion of local cuisines of Uttar Pradesh and must be operational for at least 3 months in a year, post successful commercial operations.

These are indicative conditions and maybe made more stringent on the discretion of the State-Level Special Tourism Committee (SLSTC).

4.8 Cultural, Rural village or Tourist Village

Set up on a minimum area size of 1 acre, the project must showcase the rural life, art, culture, craft, cuisine, and heritage of the State. There should be a minimum of one souvenir shop, one restaurant with a seating capacity of 30 people, parking facilities area and one exhibition area.

4.9 Eco-Tourism Resorts/ units

Accommodation in ecotourism destinations such as forests, dam sites, reservoirs, water bodies and other eco-sites where tourists can enjoy flora and fauna. The unit should preferably be in line with the National Strategy for Ecotourism 2022. The resort should have minimum 5 lettable rooms with attached bathrooms.

Tourism infrastructure proposed in the project shall conform to environment-friendly, low impact aesthetic architecture, including (preferable)- solar energy, waste recycling, rainwater harvesting, water conservation, natural cross-ventilation, energy conservation, and proper sewage disposal and merging with the surrounding habitat.

4.10 Farm Stay

Farm stay is a type of accommodation on/near a working farm or agricultural field constructed especially for tourists and separate from the usual residence of the farm owner. There should be a reception area at the entrance to welcome the visitors and should have a minimum of 2 lettable rooms. The farm stay must include at least one of the following components:

1. Agriculture farming, 2. Horticulture orchard / garden, 3. Fishpond, 4. Dairy Farm,
5. Animal Husbandry unit, 6. Farm Tours, 7. Farm Store, 8. Other activities as decided by the Department

4.11 Flotels/ Floating Restaurants

Flotels have been designed or modified to be used as a floating accommodation facility offered to tourists. This will be an accommodation vessel/ a boat with at least 4 beds. It should have a separate toilet for ladies and gents. It should have trained staff for implementation of safety norms.

Floating Restaurant is any vessel that customarily remains stationary in any area of the waters of Uttar Pradesh that is used for the purpose of a food business involving the sale of meals to the public for consumption on board. It should have a restaurant with seating capacity of 10 people.

4.12 Heritage Hotel

The old buildings /forts/havelis/kothis/castles constructed prior to 1950, on being operated as hotels will be included in the category of heritage hotels wherein the architectural features shall not be altered.

- a. Heritage Hotel: Built prior to 1950 in which there should be a minimum of 5 rooms compulsorily
- b. Heritage Classic: Built prior to 1935, in which there should be a minimum of 15 rooms compulsorily
- c. Heritage Grand: Built prior to 1920, in which there should be a minimum of 25 rooms compulsorily

4.13 Heritage Homestays

Tourism units wherein the tourist resides with the owner or any of his or her family member in the usual place of residence.

Heritage homestays must be built prior to 1950 and must be operating at least 2-4 rooms in the heritage property.

4.14 Hotels

These units should have a minimum of 50 lettable rooms with attached bathrooms. The establishments should be registered as a commercial entity and have GST registration number. It is preferred for these units to have a star classification under Ministry of Tourism, Government of India or Department of Tourism, Uttar Pradesh.

4.15 New Tourism Startup Units

Projects and services that utilize new technologies, promote sustainability, and positively impact local communities, through innovation will fall under this category. These projects will be proposed to the State-Level Special Tourism Committee (SLSTC). The incentives and concessions provided would be at the discretion of the Committee.

4.16 International Yoga Center/Naturopathy Centers

It is theme-based development promoting yoga and wellness activities. It should have a yoga gurukul, rejuvenation center, meditation center and minimum 5 dorm style accommodation for tourists.

It should have a Naturopathy center, providing physiological, psychological, and spiritual health to people through integrated therapy.

4.17 Light and Sound show/ Laser shows

A theatrical entertainment presented at night in a historic, usually outdoor setting, using recorded sound, lighting, and other effects to relate the history of the place. It includes other types of illumination-based performance such as Laser Shows, 3D Projection Mapping, etc.

4.18 Mega Projects

Projects capable of creating new employment of more than 200 persons with new investment of INR 500 crores and above will be construed as Mega Tourism Units. The proposals of Mega Tourism Units would require due approval of the State-Level Special Tourism Committee (SLSTC).

4.19 Multi Level Parking

The multi-level parking should be able to accommodate at least 300 cars and have G+1 structure.

4.20 Permanent Tented Accommodation/Swiss Cottages

Permanent tented accommodation with a gross carpet area of at least 200 sqm. There should be a minimum of 10 fixed tents with attached toilets. It should have adequate electricity, water supply, sewerage disposal and drainage facility.

4.21 Pilgrimage Dormitories (Dharamshalas and Ashrams)

Pilgrimage dormitories including Dharamshalas and Ashrams is a public budget accommodation for pilgrims, commonly includes dormitory style rooms, shared washrooms, and banquet halls at pilgrimage and spiritual sites.

4.22 Public Golf course units- Open and Non-restricted

A public golf course where the land area should not be less than 10 acres. It should have a club house providing services on rental basis. Adequate parking for at least 25 vehicles and public toilet facility should also be available. These golf courses should be non-restrictive to the general public.

4.23 Public Museums

Tourism unit that comprises of a structure that curates, conserves and/ or exhibits work of art, science, history, and heritage with a minimum area of 5,000 sq. ft. of exhibition / display area. It should have adequate parking spaces in relation to the project capacity.

4.24 Resorts

Minimum plot size of 2 acres and have minimum of 20 lettable rooms with attached bathrooms. It should have on its plot, a minimum open space (unbuilt area) of 5,000 Sq.m. It should have at least 4 of the following facilities. 1. Indoor games (e.g., Table – Tennis,

Squash, Billiards, Bowling Alley, etc.). 2. Conference Room 3. Swimming pool 4. Tennis or Badminton Court or Golf or other outdoor games area. 5. A Health Club 6. A lounge

4.25 Revolving Restaurant

Revolving restaurants refers to a luxurious fine dine experience at a height of more than 50 feet either on a building or some other infrastructure utilized for the same.

4.26 Rural Homestay

Tourism units wherein the tourist resides with the owner or any of his or her family member in the usual place of residence.

Rural Homestays must have minimum one (1) lettable room and maximum six (6) lettable rooms. A maximum of 12 beds may be lettable. These units must follow the guidelines and specifications referred in the Bed and Breakfast Scheme of the Ministry of Tourism

4.27 Theme Park/ Amusement Park/ Water Park

Theme Park/ Water Park is a permanent ticketed entry facility based on a single or series of themes having a plot measuring at least 10,000 Sq.m. (about 2.5 acres). It should have restaurants, amusement rides/ water slides, theatre and shopping areas.

“Amusement Park” is a permanent ticketed entry facility having a plot measuring at least 2.5 acres being used for the purpose of entertainment and amusement where at least 10 or more rides are installed.

4.28 Tour and Travel Operators working for International inbound tourists

Proprietary or partnership firm or registered society or private limited company or public company or corporation, duly registered under the law providing any service related to travel and tourism including tour operators, travel agents, transport operators, ticketing agents, and tourist guides. Only those tour and travel operators will be eligible who have participated in at least 3 international travel marts and have planned and managed tour of at least 10 international tourists hailing from at least 5 or more countries apart from India.

4.29 Tourism and Hospitality Training Institute

Should be an accredited educational institute in the State of Uttar Pradesh offering tourism/hospitality courses and awards a degree/ diploma/ certificate with a course duration of at least 15 days.

4.30 Waterbodies/ Lake/ River Cruise Tourism unit

A water transport facility with a minimum seating capacity for at least 10 persons which is compliant to all laws/ rules/ regulations in force and is being used for the purpose of leisure and entertainment.

4.31 Wayside Amenities/ Dhabas

Also commonly referred to as Highway Rest Areas are passenger-oriented complexes located along National Highways, State Highways, and Major District Roads or within 100 meters from the Highway. They must have (a) Food Plaza (25 persons); (b) 5 restrooms for men, women and specially abled persons; (c) Emergency/Medical Facilities; (d) Communication Centre (f) Specially abled amenities such as ramps; (f) Playground for kids/ lobby; (g) Parking facility for cars, buses and tourist buses.

4.32 Wellness Centre

A facility with 5 therapy rooms that provide specialized therapy to tourists through alternate system of medicine such as AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homoeopathy).

4.33 Wellness Resorts/ Units

Accommodation facility with minimum area of 1 acre, 20 rooms and therapy rooms that offer services for - 1. Ayurveda 2. Yoga & Naturopathy 3. Unani 4. Siddha 5. Homeopathy, to achieve, promote, and maintain maximum health and a sense of well-being

5. Heritage Tourism Units

Heritage tourism units are those units which are being operated on a heritage building that is a building constructed prior to 1st January 1950. The basic façade, architecture features and general construction of a heritage tourism unit shall be planned in such a manner that the original architecture and ambience of the heritage building is conserved at all times.

Heritage homestays and Heritage hotels are two such categories of heritage tourism units and are eligible for special incentives being provided under this policy. Heritage Homestay refers to those units wherein the tourist resides with the owner or any of his/her family member in the usual place of residence which must be a heritage building.

Heritage hotels will be defined as per the Ministry of Tourism, Government of India guidelines according to which the heritage value old buildings/ forts/havelis/kothis/castles constructed prior to 1950, on being operated as hotels will be included in the category of heritage hotels. Heritage hotels can be of any size and dimension.

On the basis of antiquity of construction and facilities available in the buildings of heritage value, the heritage hotels have been classified into:

1. Heritage Hotel: Built prior to 1950, in which there should be a minimum of 5 rooms compulsorily
2. Heritage Classic: Built prior to 1935, in which there should a minimum of 15 rooms compulsorily
3. Heritage Grand: Built prior to 1920, in which there should be a minimum of 25 rooms compulsorily.

Special incentives being offered to heritage tourism units

- i. Amount equal to the capital funding of 25% of the capital cost or INR 5 Crore, whichever is less, will be given by the Government of Uttar Pradesh, under the capital investment subsidy for the conservation/expansion/renovation/retrofitting of heritage hotels without altering the basic architectural façade and structure of the heritage building
- ii. Self-expenditure and loan obtained by a promoter from scheduled commercial banks (SCBs) on eligible components for any project of construction/ extension/ renovation/ retrofitting of heritage hotel, will be considered as the project cost.
- iii. In the event of getting project appraisal from SCBs approved by the Reserve Bank of India (RBI) and on taking loan from such SCBs for construction/ extension/ renovation/ retrofitting of heritage hotels in the state, 5% interest subsidy on a loan of maximum INR 5 crore would be permissible up to a maximum of 5 years period, from the date of approval of first loan. The above interest subsidy would be capped at INR 25 lakh per annum.

Note: Heritage tourism units are entitled to avail, both the Capital Investment Subsidy and the Interest Subsidy.

- iv. **Excise Duty:** The Department will provide a 50% reimbursement of the excise license fee (bar license) paid during the first year for heritage hotels located in rural areas
- v. **Exemption in Stamp Duty:** If for establishing/commercial operations/expansion of a heritage tourism unit, any building or its appurtenant land is purchased, then on such transfer deeds, 100% of the payable stamp duty will be exempted in the form of subsidy by the Department, provided the land appurtenant is being mutated in the name of the heritage tourism unit and is an integral part of the heritage tourism unit

- vi. **Land Use Conversion Charge:** If in any development area, where land-use is demarcated, and old properties of heritage value are converted into heritage hotel, then the concerned Development Authority would give 100% waiver in conversion charges, terming such land-use of the converted property as 'Heritage Hotel'.
- vii. **Infrastructure Development:** The state government would give preference to the arrangement of better and encroachment free link roads to the heritage hotels. For uninterrupted power supply, arrangements may be made for power sub-stations/transformers and attractive signages will be installed.
- viii. **Publicity Broadcasting:** The Department would do the publicity broadcasting of products and activities related to the heritage tourism, through mediums like the Department's literature, website, and mobile application, etc. The Department would also offer signages along key routes (NH, SH, MDR) to attract tourist's arrivals in Heritage Hotels and Heritage Homestays.
- ix. The department would form a committee, which will tour from time to time to examine units and will take action to address the difficulties before them and provide necessary cooperation

Committees for Approvals of Heritage Hotels

a) Heritage Zones will be earmarked, and by-laws will be prepared under the below mentioned committees

S.No.	Designation/Department	Title
1	Principal Secretary/Secretary Tourism	Member
2	Principal Secretary/Secretary Urban Development	Member
3	Principal Secretary/Secretary Housing	Member
4	Principal Secretary/Secretary Culture	Member
5	Director, Directorate of Archaeology	Member
6	Director Culture	Member
7	Director Museum	Member
8	Chief Town Planner	Member
9	Director General – Archeological Survey of India or a nominated representative	Member
10	Director General, Tourism	Member

- b) To convert heritage building into heritage hotel, approval and classification from a committee will be mandatory. The committee constituted will be as follows

S.No.	Designation/Department	Title
1	District Magistrate	Chairman
2	Sub-district Magistrate of concerned Tehsil	Member
3	Executive Engineer, PWD	Member
4	Manager, UPSTDC	Member
5	Director, Directorate of Archaeology	Member
6	Regional Tourist Officer	Member Secretary

6. Bed and Breakfast / Homestay scheme

Bed & Breakfast/ Homestay a niche form of hospitality and lodging whereby tourists get an experience of rural life, culture, and cuisine of the host community. It is the backbone of rural tourism, agriculture tourism and farm stays.

It has resulted as a means of alternative livelihood this can also play a vital role for resolving shortage of rooms for tourist in various areas.

The Department of Tourism, Government of Uttar Pradesh, through this scheme, will encourage Homestay operators to develop a homely visitor experience. The scheme is conceptualized under the Incredible India “**Atithi Devo Bhava**”. With the aim of providing comfortable homestay facilities with standardized world class services to the tourists.

6.1 Benefits under the Scheme

- There will a single window for fast track and time bound approvals for the establishments applying.
- To encourage development of establishments faster, the Department may appoint aggregators to lead this initiative.
- The establishment to remain under residential/non-commercial category.
- Domestic rates for electricity would be charged to the registered establishments.
- Domestic rates for water tax would be charged to the registered establishments.
- Aggregators will be employed to train the homestay operators, by creating the SOPs and conducting safety and security audits.
- Marketing support through listings on the Department's website, journals, publications, mobile application, etc.

- h) The Department will support the establishments by placing directional signage along the highways and major tourist spots.

6.2 Registration Process

- a. Under this scheme, the B&B owners and homeowners intending to use their residential premises as a B&B/ homestay establishment, for providing accommodation to tourists on payment for boarding and lodging, shall apply on Ministry of Tourism (MOT), Government of India website (nidhi.nic.in) to register the establishment.
- b. The owner will then submit the registration certificate received from MOT on the UP-Tourism website. The owner will then receive a certificate from UP Tourism which will be used to avail the benefits of the B&B/homestay scheme.

7. Incentives, Subsidies and Concessions

These interventions have been designed to attract maximum investments and boost the tourism sector at large in the State.

7.1 Industry Status to Tourism

Star-category hotels, resorts and defined eligible tourism units registered with Uttar Pradesh Tourism Department shall be conferred industry status. The incentives are as follows: Details of which will be provided in the Operational Guidelines.

- a. Electricity duty shall be charged as per Industry rates from star classified and registered hotels.
- b. House Tax (Property tax) and Water sewerage tax of Nagar Nigam and Jal Sansthan as levied on the industries shall be applicable to all registered tourism units as described in Tourism Policy 2022,
- c. Construction of hotels and resorts will be allowed on the land situated in industrial areas established / developed by State Government and on the land that has been demarcated for industrial usage by the respective Development Authorities. Such hotels and resorts will be conferred industry status.

Hotel and Resort construction to be permitted in the industrial areas as per policy decided by relevant industrial authority. Respective Industrial authority(s) shall notify specific detailed bylaws for sanction of maps for such allowed hotels and resorts. Till such notification(s) are issued, the building bylaws of Housing and

Urban Development Department, Government of Uttar Pradesh may be followed along with the guidelines mentioned in the existing industrial bylaws by the industrial authorities.

7.2 Capital Investment Subsidy to Eligible Tourism Units

All eligible tourism units are eligible for capital subsidy as per given quantum. 100% of the capital investment subsidy amount shall be granted post the successful start of commercial operations of the eligible tourism unit.

Investment amount (INR crore)	Subsidy percentage	Ceiling subsidy (INR crore) (Whichever is lower)
10 lakhs - Upto 10 crore	25%	2.0 crore
Upto 50 crore	20%	7.5 crore
Upto 200 crore	15%	20.0 crore
Upto 500 crore	10%	25.0 crore
More than 500 crores	10%	40.0 crore

7.3 Additional Capital Subsidy

Criteria for Additional subsidy	Additional subsidy against Investment amount of the tourism unit
Eligible Tourism unit undertaken by Women/ SC/ ST	5%
Eligible Tourism unit established in any FTD	5%

Note: Eligible and ineligible components of the Investment amount will be mentioned in the guidelines. The sum of all incentives mentioned in this policy will be capped at maximum of 30%.

7.4 Interest Subsidy to Eligible Tourism Units

Interest Subsidy will be given on a loan taken from an RBI approved Scheduled Commercial Bank (SCB) in the name of a registered eligible tourism unit in the state, upto maximum of INR 5 crore subject to 5% interest and capped at INR 25 lakh per annum. Interest subsidy will be provided only on the amount of loan that is utilized for expenditure on eligible components.

Note: Single unit shall not be granted capital investment subsidy under multiple tourism projects. Unit which claims capital investment subsidy shall not be entitled to claim the interest subsidy.

Note: All projects in PPP mode with any agency/department/authority of Government of Uttar Pradesh shall be able to avail subsidies permissible under this Policy.

7.5 Stamp Duty Exemption

Eligible Tourism Units will qualify for 100% exemption of stamp duty and registration fee on sale/ lease/ transfer of land for the first transaction only during the operative period of this Policy. The eligible tourism unit can avail this incentive only once. The unit shall submit a bank guarantee in prescribed format to the concerned District Magistrate where the project is located. The validity period of such Bank Guarantee shall be at least till the date of commencement of operation.

7.6 Conversion and Development Charges

Land use conversion and development charges shall be waived off for all new and expansion tourism units (all leasehold tourism units will be allowed freehold status as per the by-laws/rules of the Development Authorities). In case of tourism units being established at places where there is absence of required infrastructure, the infrastructure such as road, drainage, sewage, electricity and water supply shall be done by the developer; an affidavit regarding this shall be provided to avail waiver of land conversion and development charges from concerned departments.

7.7 Employment Generation Subsidy

100% Reimbursement of EPF expenditure (Employer's contribution) for a period of 5 years for workers who are domicile of the State of Uttar Pradesh to eligible tourism units employing more than 50 employees.

7.8 Special incentive for specially abled friendly units

Payroll assistance of INR 1,500 per month per worker to eligible tourism units employing specially abled workers, subject to a maximum of 5 workers in a unit.

7.9 Specific Incentives

7.9.1 Incentives to support in reviving scarce Art, Culture and Cuisine of the state

One time grant upto INR 5 Lakh will be granted to individual/ group involved in conservation, promotion and revival of scarce or endangered indigenous art, music, craft, folk dance, and cuisine of Uttar Pradesh within a range of 50 kms from famous tourist destinations. The Department of Tourism in consultation with the Culture Department will notify list of scarce art, culture, craft, and cuisine to be promoted in the State. The Department of Tourism may modify this list from time to time.

The incentive will be limited to only 10 individuals/groups per year per division on First cum First Serve basis as per the recommendation of District Tourism and Culture Council.

7.9.2 Specific incentives for responsible tourism

- a. Eligible tourism units would be reimbursed up to 75% of the cost of carrying out energy audit on water harvesting/ conservation and environment-friendly practices like green buildings, solar and other renewable energy measures, by a recognized institution/ consultant, subject to a maximum amount of INR 1 lakh per unit. Amount shall be disbursed only once for a tourism unit during the operative period of the policy.
- b. Reimbursement of 20% of the capital cost of setting up sewage treatment plant subject to a maximum of INR 20 Lakh per tourism unit. The reimbursement will be given to a maximum of 2 tourism units per year.
- c. Reimbursement of 50% of the certification fee paid, up to Rs 10 lakh to tourism units obtaining Green Building Certificate from accredited agencies like Indian Green Building Council (IGBC) / Green Rating Integrated Habitat Assessment (GRIHA) / Leadership in Energy and Environmental Design (LEED) or any such international accreditation/ certification as identified and notified by the Department of Tourism from time to time.
- d. Reimbursement of 50% of certification fees paid, up to Rs 5 Lakh to tourism units for obtaining GSTC (Global Sustainable Tourism Council) certification through GSTC accredited agencies.

7.9.3 Specific incentives for ICT (Information and Communications Technology) enablement

- a. In order to encourage usage of ICT in the tourism sector, the State Government will facilitate and support organization of such national and international tour & travel marts, seminars, exhibitions and other events in Uttar Pradesh which employ digital platforms and new Information Technology. Financial assistance of upto INR. 10 lakhs per such event shall be provided on approval of State level committee.

- b. Tour and travel operators will be eligible to receive a onetime financial incentive of INR. 10 lakhs or 25% of production cost of audio/video guide, digital publicity material (digital platform/ mobile application/website/metaverse), artificial intelligence, robotics, virtual reality whichever is lower.

7.9.4 Innovation specific incentives

A one-time incentive upto INR. 50,000 would be provided to eligible tourism units for new and innovative projects; to be disbursed after the successful commissioning of the Project. Due recognition and publicity will be accorded by the State Government to innovative projects. The approval of this incentive will lie at the discretion of the SLSTC.

7.9.5 Marketing and Promotion incentives

All Tourism Service Providers operating in the state and registered with Department shall be eligible for a financial incentive upto 50% of the space rent actually paid subject to a maximum of INR 30,000 per national event or INR 1,00,000 per international event. This incentive can be availed by maximum 20 tourism service providers every financial year. At the beginning of each financial year, the State Department will notify the name and number of such domestic and international travel marts and roadshows for which this incentive will be provided.

This incentive will be provided to maximum 3 firms per event on first cum first serve basis. This incentive will be provided for participation in only such events in which Department of Tourism, Uttar Pradesh has not taken a pavilion.

7.9.6 Assistance for research in the Tourism/ Hospitality Industry

Financial assistance up to the maximum limit of INR 10 Lakh will be provided to recognized Travel Associations/ Hotel Associations/ Chamber of Commerce/ Other Travel and Hospitality Bodies/ reputed & registered NGOs (such as Worldwide Fund for Nature, Turtle Conservation, Heritage conversion, Wildlife, Craft, etc), Management Institutes and Universities to carry out market research studies on travel and tourism/hospitality sector in Uttar Pradesh.

The topic of the research would be finalized as per the relevance and requirements of the industry. Not more than 5 (five) such studies will be sanctioned each year. Preference to be given to research conducted via recognised hospitality association and educational institutes of tourism /hospitality and management.

7.9.7 Assistance for YUVA tourism

A onetime grant of INR 10,000 for one year will be provided to youth clubs constituted within government intermediate schools (GIC/GGIC) / Rajkiya Degree College /

Navodaya Vidyalaya / Kendriya Vidyalaya / Shramik school (Atal) / educational institutions such as Kasturba Gandhi Vidyalaya etc. for tourism related activities (e.g. conducting tour trips around the State and implement tourism activities in schools / district level with children). This grant will be provided to maximum 10 such clubs in a division per year on the recommendation of the District Magistrate. One educational institution will receive this grant only once in a year.

8. Government Facilitation

The Department of Tourism, Uttar Pradesh is determined to imbibe the following guidelines to boost tourism and investments in the State.

8.1 State Tourism Awards

State Tourism awards shall be awarded to provide recognition to extra-ordinary initiatives and service quality executed by various tourism businesses in the state. This shall further encourage innovation and attract / promote investment and responsible tourism in the state. Every year, the Department will announce upto maximum of 10 awards. Each awardee shall be felicitated with a prize money of upto Rs. 1 lakh along with certificate of recognition/ memento on the occasion of World Tourism Day or National Tourism Day or Uttar Pradesh Diwas in the categories such as Best tour operator / Best wellness center/ Best hotel/ Best heritage hotel/ Best eco-tourism operator/ Best eco-resort/ Best homestay/ Best adventure tour operator or in such other categories as the Department of Tourism deems fit.

8.2 Tourism Police

The department will take action to deploy tourism police at newly developing international tourist destinations like Chitrakoot, Naimisharanya, Mirzapur, Kushinagar, Ayodhya, Kapilvastu, Garhmukteshwar, etc. for the convenience and safety of tourists in the State.

8.3 Driving investment in Tourism Sector at Uttar Pradesh

The Government of Uttar Pradesh is committed to facilitate a conducive environment for the establishment and operation of Tourism projects in Uttar Pradesh. The department accords highest priority to facilitation of ease of doing business in Uttar Pradesh.

i. Ease of Doing Business

The Government aims at creating conducive business friendly environment in the State by ensuring simplification of procedures, timely clearances benchmarked with the best and responsive facilitation services.

“Simplified procedures” and “time bound clearances” are the prime intentions for facilitating the investor. The department intends to regularly review its acts, rules, application forms and procedures and wherever possible i.e., rationale or abolish or amend as per existing regulatory regime and introduce provisions related to self-certifications, deemed approval and third-party certification wherever required.

ii. Investment facilitation

Furthermore, to address challenges being faced by the Investors at various stages of projects/ investments, the department shall set up an Investment Facilitation Centre which shall facilitate and share information on areas open for investment, incentives, investment summits and fairs etc.

The Department of Tourism will launch a UP Tourism Investor Facilitation Cell which will act as a converging body to monitor the sector progress within the state. The major functions will include:

- Attract fresh investments in the tourism sector and develop the brand of Uttar Pradesh as the most favored global tourist destination
- Act as a one stop connect for providing relevant information to the investors regarding information on the business approvals required for starting a business in the state.
- Data collection, market research and analysis, and publish periodical reports on the developments of the tourism in the state
- Provide advisory services for private sector participation in the developmental projects carried out across the state of Uttar Pradesh
- Attract private sector participation for infrastructure development projects

iii. Single Window

Government of Uttar Pradesh will strive to achieve an effective IT enabled single point processing mechanism for services/ clearances/ approvals/ permissions/ licenses. It shall be linked to the Nivesh Saarthi/ Nivesh Mitra portal by Invest UP to convert MoUs into tangible investments in the State. The introduction of a single window system shall lead -

- a. To reduced delays, cutting costs and improved efficiency in processing various applications
- b. To a single source of information on licenses, processes, documents, and requirements
- c. To increased transparency through application tracking and status checks.

iv. Coordination with other Departments

Further, the Tourism department shall work with other relevant line departments at state and district level to further streamline the regulations and their implementation with focus on deploying digital technologies and alignment on speedy approvals

8.4 Allotment of Government Land for Tourism Units

The State Government will assist in providing land for establishment and development of all types of Tourism Units. The Department of Tourism shall strive for following in this regard:

- Land suitable for establishment of tourism units shall be earmarked for department of tourism. The details of such land will be made available on the website of Department of Tourism.
- The land, so identified will be allocated at market rates by the prescribed District Level Committee following the pre-decided procedure.
- Land made available in this manner cannot be used for any purpose other than the one for which it has been allocated for at-least 30 years.

9. Institutional Mechanism

9.1 State Level Committee (SLC)

S.No.	Designation/ Department	Title (SLC)
1.	IIDC Infrastructure & Industrial Development Commissioner	Chairman
2.	Additional Chief Secretary/Principal Secretary, Infrastructure and Industrial Development or a nominated Special Secretary	Member
3.	Additional Chief Secretary/Principal Secretary, Finance or a Nominated Special Secretary	Member
4.	Additional Chief Secretary/Principal Secretary, Culture, or a Nominated special secretary	Member
5.	Additional Chief Secretary/Principal Secretary, Forest, or a nominated Special Secretary	Member
6.	Additional Chief Secretary/ Principal Secretary, Revenue, or a nominated Special Secretary	Member
7.	Additional Chief Secretary/ Principal Secretary,	Member

	MSME and Export Promotion, or a nominated Special Secretary	
8.	Additional Chief Secretary/Principal Secretary, Tourism, or a nominated Special Secretary	Member Secretary

Roles and Responsibility

- i. Review, approve and sanction capital and interest subsidy for an amount more than INR 1 crore
- ii. Other responsibilities as entrusted on the committee by the Government

9.2 State Level Special Tourism Committee (SLSTC)

S.No.	Designation/ Department	Title
1.	Additional Chief Secretary/Principal Secretary, Tourism	Chairman
2.	Additional Chief Secretary/Principal Secretary, Finance or a Nominated Special Secretary	Member
3.	Additional Chief Secretary/Principal Secretary, Information Technology or a Nominated Special Secretary	Member
4.	Additional Chief Secretary/Principal Secretary, Forest, or a nominated Special Secretary	Member
5.	Additional Chief Secretary/Principal Secretary, Culture, or a Nominated special secretary	Member
6.	Principal, Hotel Management Institute of Catering Technology and Applied Nutrition, Lucknow	Member
7.	Director General/ Joint Director / Deputy Director, Directorate of Tourism	Member Secretary

Roles and Responsibility

- i. Review, approve and sanction all financial incentives to eligible tourism units
- ii. Review, approve and sanction capital and interest subsidy upto INR 1 crore for all eligible tourism units
- iii. Approve any new innovative ideas that are unique in nature
- iv. Screen and approve any startups in the tourism sector
- v. Approval of Special Category Building
- vi. Other responsibilities as entrusted on the committee by the Government

Note: The committee may also include experts/stakeholders from other fields of tourism, whenever required.

9.4 State Level Policy Implementation Committee (PIU)

S.- No.	Designation/ Department	Title
1.	Additional Chief Secretary/Principal Secretary, Tourism	Chairman
2.	Director, Tourism	Member
3.	Finance Comptroller, Tourism	Member
4	Command Centre, Department of Tourism The Command Centre will include a Project Management Agency and Project Monitoring Unit	Member
5.	Joint Director/ Deputy Director / Regional Tourism Officer, Policy Section, Directorate of Tourism	Member Secretary

Note: The committee may also include experts/stakeholders from other fields of tourism, whenever required.

Roles and Responsibility

- i. Ensure effective functioning of the Single Window Clearance mechanism, resolve any queries, overcome hurdles, and expedite implementation on ground.
- ii. Other responsibilities as entrusted on the committee by the Additional Chief Secretary/Principal Secretary, Tourism

9.5 District Tourism Promotion Council

District Tourism and Culture Council will work as District Tourism Promotion Council

Roles and Responsibility

- iii. Identify land parcels for tourism development in the district.
- iv. Verification of investment proposals received by the Council.
- v. Facilitate convergence of resources of various agencies for the development of tourism infrastructure.
- vi. Promote the development of tourism master plans for each district in coordination with other government agencies.
- vii. Skill profiling of local population to create lists for guides, freelancers, photographers, homestay addresses and develop a tourism service provider database and create awareness among the public on tourism related matters.
- viii. Contribute to the publicity and promotional material of DoT and encourage/facilitate travel writers, media for publicizing places of tourist interest of the district.
- ix. Mobilize and enlist the local community stakeholders for specific areas / tourism destinations as per requirement.

9.6 Amendment

Any Policy level decision on the above shall be referred to a committee (Empowered Committee) under the chairmanship of the Chief Secretary of Uttar Pradesh, on whose recommendation the final decision will be taken by the Hon'ble Chief Minister of Uttar Pradesh. This shall be final and binding upon all concerned.