

# UP ready for big push to responsible tourism idea

TIMES NEWS NETWORK

**Lucknow:** UP will promote responsible tourism which calls for development of tourism activities in a sustainable way and by engaging with local residents so that they benefit economically from the arrival of tourists.

UP tourism organised a day-long workshop on the issue in Lucknow on Tuesday where experts threw light on facets of the concept.

Chief guest Awanish Awasthi, advisor to UP CM, said, "UP is a star on the global tourism map, especially when it comes to religious and spiritual experience." Principal secretary, tourism and culture, Mukesh Meshram said the state has something to offer to everyone. Special secretary, UP tourism, Eesha Priya, said: "Our goal is to create opportunities for employment and sustainable development through responsible tourism practices by making informed choices when we travel, which in turn will promote hoteliers, restaurants, homestays to prioritise the cause of sustainability."

Lead speaker Prof Harold Goodwin, head of the International Centre for Responsible Tourism, UK, said India presents great opportunities for responsible tou-



**GOING GLOBAL:** Awanish Awasthi (centre) with tourism department officials and experts at the event in Lucknow on Tuesday

## Tourism dept inks MoU to showcase UP

The UP state tourism development corporation and Wizcraft Entertainment Agency Pvt Ltd signed an MoU to enhance showcasing historic monuments, specifically forts, havelis and palaces, under "WED IN INDIA" programme. The MoU will work towards the identification and promotion of properties as a promising destination for marriages, enhancing inbound tourist flows. TNN

rism. "Through our partnership with the tourism and culture department we are committed to making the state not only a better place to live but also the best place to visit. Our aim is to successfully implement the work done on responsible tourism in South Africa and the experiences gained from it on the ground in UP," he said. Tour operators, hoteliers, and tourism sector entrepreneurs also attended the event. Tourism and culture minister Jaiveer Singh said: "Tourism can enhance economic growth but irre-

sponsible tourism is causing extreme pressure on environment and resources. In such a situation, there is a need to define and establish responsible tourism all over the world."

Tourism officials said the surge in tourist footfall in Agra, Mathura, Kashi, and Ayodhya has improved UP's visibility besides creating an opportunity for the locals. A 21-member delegation from Vietnam also attended the event.

The group will visit the sites associated with Buddhism in Uttar Pradesh.