Religious tourism in UP has gone up substantially post-Covid. Youths in the 20-35 age group prefer staying closer to nature





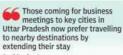
To make UP an attractive To make UP an accuration global destination, cultural exchange programmes should be organised. We need to promote such programme through

I have seen a lot of misleading content on Avodhva, People should understand the ethos of the city rather than following the usual itinerary



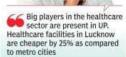


Being home to delectable varieties of vegetarian and Being home to delectable non-vegetarian cuisines, UP can emerge as a preferred destination for culinary experiences



Ravi Ranjan | Mo, up tous





Pramit Mishra | UNIT HEAD.

## UP, a tourist marvel, has resources and avenues to scale new heights

Experts Share Insights On Booming Tourism In UP & Discuss Measures To Take The Sector To New Heights

rom cuisines to historical icons to religious spots to business and solo travel-lers, Uttar Pradesh has turned into a tourist mar-vel. The state has enough resources and opportunities to take the tourism sector to new heights in terms of busi-ness and tourist pleasure. This formed the core theme of a

This formed the core theme of a panel discussion on the topic "Rathinking Tourism" at the Tourism Conclave organised by The Times Of India in Lucknow on the World Tourism Day on Friday.

The six eminent panellists managing director of UP state tourism development corporation (UPSTDC) Ravi Ranjan; master chef Pankaj Badouria; poet and author Yatindra Mishra; IIM assistant professor Priyanka Sharma, unin bead of Max Super Speciality Hospital in Lucknow, Pramit Mishra, and managing director of Mayfair Travels, Sharad Thadani—shared their insights on the booming tourism sector.

—shared their insights on the boorning tourism sector. UPSTDC MD Ravi Ranjan said that among the emerging trends, the footfall of both business and solo travellers is seeing a rising trend. "Those coming for business meetings to key cities in UP now prefer travelling to nearby destinations by extending their say. Similarly, solo travellers and also exhoring roonglar locations and also exploring popular locations and sites in the state," said the 2014 batch

sites in the state," said the 2014 batch IAS officer.

Bhadouria suggested that being home to delectable varieties of yegetarian and non-yegetarian

INFLUENCERS FETED



RETHINKING TOURISM: (From left) Max hospital's unit head Pramit Mishra, IIM-L assistant professor Priyanka Sharma, UPSTDC MD Ravi Ranjan, mode Arpit Gupta, MD, Mayfair Travels, Sharad Thadani, poet & author Yatindra Mishra, and India's first masterchef Pankaj Bhadouria

Arpit Gupta, MD, Mayfair Travels, Shar cuisines, LP can emerge as a preferred destination for people looking for culinary experiences. Emphasising the importance of experiencing new food Items, she said 30% of global tourism is focused on experiencing local foot items and cuisines.

Yatindra Mishra, whose writings have enlightened readers about various facets of the state, sounded a note of caution. "A section of influencers and viogens are spreading misleading information through reels and videos on UP. I request all the content creators to mention the details about the historic events and incidents and their chronology correctly I have seen a lot of misleading content on Ayodhya. I also urge travellers to understand the ethos of the city rather than following the usual itinerary, said Mishra.

said Mishra. IIM assistant professor Priyanka Sharma shared details of a study conducted by the premier institute

which stated that religious tourism

which stated that religious tourism in UP has gone up substantially post-covid. Youth in the 20-35 age group prefer staying closer to nature rather than staying in a hotel. Digital initiatives are also helping in catering to a wider audience as online darshan facilities are also getting popular, she said.

Pramit Mishra of Max Super Speciality Hospital, Lucknow, spoke about healthcare and the trend of medical tourism. "You may have noticed all the big players in the healthcare sector are present in UP. Healthcare facilities in Lucknow are

 UP has an industry-friendly tourism policy. which provides economic thrust to making
Uttar Pradesh a trillion-dollar economy by 2027 and
creating an 'Uttam Pradesh' for private sector encouraged to plan a longer stay in UP

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Consul, Lucknow consulate
Kingdom of Netherlands and
managing director Mayfair Travels,
Sharad Thadani, said, "To make UP
an attractive global destination,
cultural exchange programmes
should be organised. We need to
promote such programme through
diplomacy. Such initiatives will also
help in securing investments and
creating a positive brand."
As the discussion weered towards
conclusion, master chef Bhadouria
pointed out that with Braj, Awadh,
Purvanchal, and Bundelkhand
regions offering different cuisines. UP
could be put on the global map for food
enthusiasts. "Braj region food is
traditionally cooked without onion
or garlic. Tourism department must
upgrade their properties and depute
trained staff members to offer a better
experience to the visitors," she
suggested.



participation, and promoting ease of doing business

(From left) Deepak Nishad, Shitanshu Sagar, Alok Srivastava (blue tie), Ashutosh Mishra, Vivek Gupta, Vivek Maurya, Shourya Kumar Sonkar, UPSTDC MD Ravi Ranjan, Priyank Srivastava, Aisha Ameen, tourism director Prakhar Mishra, Saurabh Chandra, Rahul Verma, Shivam Singh, Smriti Anand, Maroof Umar, Pavendra Rajput, Rohit Prajapati, Vishad Tripathi, and Suryanshu Shukla

