

UP aims to boost tourism by developing heritage sites

TIMES NEWS NETWORK

Lucknow: In an effort to boost the heritage and experiential tourism potential in Uttar Pradesh, the state tourism department organised a Heritage Conclave on Saturday.

Reiterating full support for heritage property owners, many of whom belong to Taluqdar and other royal families, principal secretary of tourism and culture Mukesh Meshram said, "The state is committed to preserving and promoting its rich cultural, historical, and architectural heritage, emphasising its importance in tourism development. This is why a platform was created to facilitate discussions among stakeholders on enhancing the potential of heritage tourism."

Meshram further said that heritage not only preserves culture and history but also acts as a cornerstone for economic and social growth. "Govt's commitment to developing these heritage sites through public-private partnership

HERITAGE CONCLAVE

(PPP) models, ensuring infrastructure improvements like roads, air connectivity, and amenities such as helicopter services to Dudhwa and new airports in Chitrakoot, highlights the state's dedication to expanding tourism infrastructure," he said.

Director, Tourism Development, Prakhari Mishra, said the conclave brought together tourism officials, property

owners, hoteliers, investors, real estate developers, and consultants. "An entire array of properties in Bundelkhand offers opportunities for development, particularly in regions like Bundelkhand, which boasts sites such as Talabhat Fort, Mastani Mahal, and Kalinjar Fort. Private stakeholders can collaborate to transform these sites into tourist hubs," he said.

Special secretary of tourism Eesha Priya delivered a presentation on the Heritage Policy and reiterated

the tourism department's commitment to the motto "Development with Heritage." She proposed utilising heritage sites as hotels, cultural centres, and wellness retreats, noting their potential to boost local employment and connect regional products to global markets through the One District, One Product (ODOP) initiative.

Veteran filmmaker Muzaffar Ali emphasised the role of cinema in promoting heritage, citing his acclaimed



Filmmaker Muzaffar Ali speaks at the event

film Umrao Jaan, which showcased the cultural elegance of Lucknow. The conclave also featured a film on the Heritage Walk initiative in Prayagraj, set to take place during the 2025 Maha Kumbh Mela, to highlight the city's historical landmarks.

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