

# Hospitality, allied industries to witness 24% surge: Report

## Ayodhya Hotspot Post Ram Temple

TIMES NEWS NETWORK

**Lucknow:** In testimony to the rise of the tourism sector in Uttar Pradesh, a recent report by Indeed, a global hiring company, indicated that job vacancies in the tourism and hospitality sector increased by 50% in 2023, an official spokesperson said on Saturday.

Citing experts, they pre-

dicted an additional 24% growth in the coming years. "This surge is expected to benefit cities like Ayodhya, Varanasi, Braj, Jewar, and their surrounding areas," the spokesperson said.

Adding that Ayodhya has emerged as a hotspot for the hospitality industry, especially since the construction of the Ram Temple began, he said, "Many renowned brands are eager to establish hotels in the city, with approvals already granted for over two dozen projects, including Taj Hotels. Local hotels are also expanding and upgrading their properties to meet ri-



**CROWN OF UP** To boost investment, Yogi govt is offering concessions

sing demand."

They further said that the trend, however, is not limited to Ayodhya. "Other popular tourist destinations in the state are also witnessing similar growth. Jewar is quickly becoming a preferred location for the hospitality sector," he added.

Crediting the CM for the rise of the state's tourism sector, the spokesperson said, "CM Yogi Adityanath envisions integrating tourism with local communities to transform it into a people's industry. He has emphasised leveraging major events like the Maha Kumbh in Prayag-

raj, the Makar Sankranti celebrations, and the Khichdi Mela at Gorakhnath Temple to boost tourism."

Claiming that the govt is actively supporting initiatives to encourage residents to turn these events into unique and welcoming experiences for tourists and pilgrims, they also noted that to attract investors to the hospitality and tourism sector, the Yogi govt is considering offering additional concessions for hotel construction in major cities such as Ayodhya, Lucknow, and Varanasi. Notably, some relaxations in land-use norms have already been pro-

vided, and the government is actively encouraging homestay initiatives to further enhance tourism infrastructure.

"The rising number of tourists and pilgrims is not only boosting the hotel industry but also benefiting related sectors such as aviation, railways, road transport, logistics, and local businesses. Increased demand for regional products enhances the visibility of local arts and crafts, providing a natural boost to the chief minister's flagship ODOP (One District, One Product) scheme, transforming it into a global brand," he said.