

# Hospitality sector witnessing remarkable growth in UP

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Uttar Pradesh is witnessing remarkable growth in the hospitality sector, which is thriving alongside the state's booming tourism industry. With an increasing influx of tourists, the state has become one of the most significantly benefited regions in India, paving the way for consistent growth in employment opportunities across hospitality and related sectors.

According to a report by Global Hiring Indeed, job vacancies in the tourism and hospitality sector increased by 50 per cent in 2023. Experts predict an additional 24 per cent growth in the coming years. This surge is expected to benefit cities like Ayodhya, Varanasi, Braj, Jewar and their surrounding areas. Ayodhya has emerged as a hotspot for the hospitality industry, especially since the construction of the Ram temple began. 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 rising demand.

This trend, however, is not limited to Ayodhya. Other popular tourist destinations in the state are also witnessing similar growth. Jewar, home to Asia's largest international airport, is quickly becoming a preferred location for the hospitality sector.

Chief Minister 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 Prayagraj, the Makar Sankranti celebrations, and the Khichdi Mela at Gorakhnath temple to boost tourism.

The government is actively supporting initiatives to encourage residents to turn these events into unique and welcoming experiences for tourists and pilgrims.

To attract investors to the hospitality and tourism sector, the Yogi government is considering offering additional concessions for hotel construction in major cities such as Ayodhya, Lucknow and Varanasi. Some relaxations in

land-use norms have already been provided, and the government is actively encouraging homestay initiatives to further enhance tourism infrastructure.

According to Bhavya Malhotra, a former banquet manager at ITC Maurya, New Delhi, a well-functioning hotel ideally requires three service providers per room across departments such as front office, housekeeping, food and beverages, laundry, finance, HR, horticulture, and sales. Smaller properties may operate with fewer staff, but maintaining at least two employees per room is crucial to deliver satisfactory customer service, he stated.

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 Chief Minister Yogi's flagship ODOP (One District, One Product) scheme, transforming it into a global brand.