
Research vital in boosting UP's tourism potential: Meshram

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Lucknow: Highlighting the potential of Uttar Pradesh, principal secretary, tourism, Mukesh Meshram on Monday said that the state ranks first in domestic tourism due to its rich religious, spiritual and cultural heritage.

Speaking at a programme to felicitate beneficiaries of the Chief Minister's Tourism Fellowship Program on Monday, Meshram said, "Uttar Pradesh holds a unique identity in every sector. Due to its rich religious, spiritual, natural, and cultural heritage, the state ranks first in domestic tourism. Efforts are being made to achieve similar success in attracting international tourists, where the role of researchers will be significant."

Emphasising the crucial role of research in increasing tourism, he urged the fellowship awardees to coordinate with various departments, including culture and AYUSH, to develop strategic plans for promoting the state's tourism attractions.

He encouraged them to contribute to fairs, festivals, and other events organised by the tourism department while stressing the need to change the perception of people about tourists. He said that tourists should not be seen as a source of income but as valuable guests.

He emphasised the significance of cultural belief that "guests are akin to deities" and expressed confidence that once this sentiment is deeply ingrained, the tourism sector will witness rapid growth.

Meshram stressed the need to prepare members of the Youth Tourism Club as brand ambassadors to further promote tourism in the state. He also suggested that administering an oath to

schoolchildren about hospitality could be a vital step, as raising awareness among children would gradually influence families and society.

Officials said that the trainees were undergoing training at Manyawar Kanshiram Institute of Tourism Management (MKITM). "The first batch of trained research fellows was awarded certificates on Monday, and they will be sent to various districts, including Chitrakoot, Shravasti, Sankisa in Farrukhabad, Shakumbhari Devi in Saharanpur, Balrampur, Naimisharanya in Sitapur, Shukterth in Muzaffarnagar, Kushinagar, Kapilvastu, Varanasi, Prayagraj, Dudhwa, Pilibhit, and Ayodhya," she said.

Tourism and culture minister Jaiveer Singh asked researchers to make efforts to enhance tourism development in the state.