

## U.P. TOURISM REVIEWS ROADMAP TO BOOST ECONOMY

**LUCKNOW** : The UP Tourism department on Wednesday reviewed its development strategy, positioning tourism as a key driver in achieving the state's goal of becoming a \$1 trillion economy by 2047. The review meeting was held in the presence of chief minister's advisor Avnish Kumar Awasthi and senior officials. The department aims to raise tourism's contribu-

tion to the state's Gross Value Added (GVA) from the current 1.2% to 5% by 2047, while increasing UP's share in India's tourism GVA to 16%.

Tourism-led growth is expected to generate employment, attract private investment and strengthen infrastructure across the State.

Officials presented an outcome-based roadmap focusing

on infrastructure, accommodation capacity, air connectivity, tourist spending and service quality. Tourism-related employment is targeted to rise from 1.43% to 5% by 2047.

Infrastructure development is underway at major religious and cultural centres such as Ayodhya, Kashi and Mathura, as well as emerging destinations including Naimisharanya. **HTC**