

UP govt fast-tracks new-age tourism, offers up to ₹1 crore

Shailvee.Sharda
@timesofindia.com

Lucknow: From hobbit-style homes and mud cottages to capsule pods, luxury caravans and open-air 'star bed' setups, Uttar Pradesh is betting big on a new wave of experience-driven tourism infrastructure, opening up fresh opportunities for start-ups and private investors.

Though these provisions were part of the UP Tourism Policy 2022, the state

VIKSIT UP

govt now operationalised a special tourism committee to fast-track projects in this segment. The move aims to boost sustainable tourism while accelerating employment generation under the state's 'Viksit UP by 2047' vision.

Under the policy, investors can avail themselves of subsidies and incentives of up to Rs 1 crore once their units become operational. Proposals seeking higher incentives will be reviewed and approved by a state-level committee chaired by the infrastructure and industrial development commissioner, ensuring quick-

er decision-making and project clearances.

Officials said the initiative aligns with evolving travel trends that prioritise sustainability, responsibility and immersive experiences. "Several steps have been taken to strengthen tourism infrastructure and fuel the tourism economy. This initiative aims to tap new-age travel trends where sustainability, responsibility and experiential tourism blend together," said additional chief secretary (tourism) Amrit Abhijat.

The govt is targeting a significant rise in tourism-led employment, from the current 1.4% to more than 5% by 2047. According to official estimates, every Rs 10 lakh invested in tourism can generate 47 direct and 89 indirect jobs, highlighting the sector's strong multiplier effect compared with other industries.

Tourism minister Jaiver Singh described the move as timely and forward-looking, noting that tourism is no longer limited to sightseeing but is emerging as a high-value, experience-driven sector with strong potential for both investment and job creation.