

Azamgarh div set for major tourism boost

HT Correspondent

Letters@hindustantimes.com

VARANASI: In a significant step towards promoting rural tourism, the Uttar Pradesh government has included the Azamgarh division in its ambitious project to showcase the state's rich rural heritage to both domestic and international tourists.

The initiative, Rural Tourism Development Strategy, aims to highlight the cultural and environmental richness of UP's rural areas, adding a new dimension to its tourism landscape, according to a press statement from the government.

Various tourist facilities, including homestays, will be developed to promote rural tourism across four villages in Azamgarh, Mau, and Ballia under the scheme.

With the inclusion of villages from the Azamgarh division, the

total number of villages being developed for rural tourism has now risen to 97 across the state.

The project has already been implemented in the Devipatan, Chitrakoot, Ayodhya, Lucknow, and Varanasi divisions, and it is expected that villages from other divisions will soon be integrated into the initiative. All tourism development and construction activities are being carried out by the state tourism department. As part of the plan, four villages in Azamgarh, Mau, and Jaunpur districts will be selected for the homestay project to promote rural tourism.

Each of these villages will have a dedicated team consisting of a village coordinator, a district coordinator, a tourism expert, a rural development expert, and a team lead.

In each village, 10 local guides, 5 storytellers, and 5 families will be responsible for providing local culinary experiences.