



**Tourism
Policy
2022**

**Government
of Uttar
Pradesh**

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Introduction

Uttar Pradesh is already an internationally and nationally known and popular tourism destination which receives the greatest number of Foreign Tourist Arrivals (FTAs) and Domestic Tourist Arrivals (DTAs) each year. Most recently, Uttar Pradesh emerged at the top position for attracting the highest number of domestic tourists and secured third position in attracting foreign tourists with a record footfall of nearly 47 lakhs in 2019. The tourism industry in UP has a significant contribution to the states' economic growth. It is expected that this Policy will strengthen the existing infrastructure, will foster infrastructure development, income and employment generation and increase the much-needed availability of hotel rooms for the tourists.

Uttar Pradesh has guarded India's treasure trove of heritage and cultural assets over the ages which attract heritage enthusiasts not just from all over the country but across the world. Through quality upkeep and restoration of assets designed to improve visitor experience, the state aims to increase tourism earnings and footfalls with increased ALS and to encourage repeat visits. Uttar Pradesh is now popularising new thematic tourism products such as eco-tourism, adventure tourism, rural tourism and YUVA tourism as niche tourism products to build interest in new age tourists and travellers.

Department of Tourism had announced a Uttar Pradesh Tourism Policy in 2018. This policy will now be replaced by Uttar Pradesh Tourism Policy 2022. The new Policy has been formed keeping in view new emerging trends in the tourism sector, representations given by various stakeholders including the tourism and trade organisations and suggestions received from other departments. The policy primarily addresses issues related to ease of implementation through a District promotion council and Policy Implementation Unit, speedy implementation through inter-departmental coordination with departments like Revenue, Urban Development and Housing and Local Self-Government and incentivizing tourist destinations as Focus Tourist Destinations around Uttar Pradesh.

Operative Period

This policy will remain in force for five (05) years, from the date of its issuance. Tourism units built, under construction, semi-constructed, non-operational after 1st February 2018 but registered under the Tourism Policy 2018 will be eligible as per the rules to get the permissible benefits under this tourism policy.

The tourism units which have already availed benefits under the tourism policy of 2016 and 2018, implemented earlier, will get benefits within the permissible limits of expansion under this policy.

To promote investment-friendly environment in the state, all heritage buildings, palaces, forts and other classified buildings constructed before 1st February 2016 which will be converted into tourism units through adaptive reuse will be allowed to obtain benefits under this policy. Determination of eligibility for providing financial incentives/grants to these units will be done through a Departmental Screening Committee after inspection. These benefits will be applicable during the operative period of the policy for the next 5 years.

Those buildings that would be provided the status of heritage building during the operative period of this policy as approved by the committees in Chapter 5 will also be eligible to avail the incentives to heritage properties/hotels as described in Chapter 5.

Tourism Roadmap 2022

Vision

Transform Uttar Pradesh into a Global and Responsible tourism destination while ensuring best visitor experience along with ample opportunities and economic prosperity for all.

Guiding principles

Suchna (Awareness), Swagat (Welcome), Suvidha (Amenities), Suraksha (Safety), Swachhtha (Cleanliness), Sanrachna (Infrastructure) and Sahyog (Support) form the guiding principles for this policy, and intervention roadmap for the policy period.



Mission

The Government endeavours to achieve the following towards shared prosperity among all strata of tourism stakeholders.

1. Tap the tourism potential of the state by introducing new experiential tourism offerings along with world class tourist infrastructure for best tourist experience.
2. Provide a conducive business environment with investment-friendly processes and policies to encourage and sustain private sector participation.
3. Market & promote new tourism products, events, and the lesser-known destinations of the state globally to attract incremental tourist footfalls.
4. Undertake tourism specific skill development and capacity building leading to gainful employment or self-employment especially for the local populace.

Objectives

To achieve the mission, the Department has laid down a set of objectives:

1. Develop Focus Tourist Destinations (FTDs) around Uttar Pradesh promoting and developing tourism in lesser-known areas
2. Build on thematic sectors in Uttar Pradesh incentivising investment and generating employment
3. Collaborate between private and public sector players to create a high-quality tourist centric ecosystem.
4. Emphasis on comprehensive development of tourist ecosystem to drive the Government's short-, medium- and long-term vision for Uttar Pradesh tourism.
5. Enhance infrastructure and tourism offerings across tourism circuits to drive quality and reach of inbound tourists.
6. Focus on developing destinations to drive growth across divisions/ planning areas and serve as flagship pull factors.
7. Develop niche tourism products, including identification of USPs in villages to drive niche tourism products from UP's heartlands.
8. Target services and tourism supply response driven by customer intelligence data from tourism touchpoints including social media handles, website and applications.
9. Develop new tourism products and services like caravan tourism, water sports, adventure activities at lesser-known tourist attractions

Targets

1. Top tourist destination domestically and aim to come on top in terms of foreign tourist arrivals
2. Attract investments worth INR 10,000 crore
3. Create 1 million additional jobs in the tourism and hospitality sector
4. Achieve sectorial growth of 10% p.a. and share of 15% in GSDP by encouraging Mega Project investments especially in less developed tourism zones with high potential
5. Improve the brand image of Uttar Pradesh in terms of safety and a tourist destination for experiential tourism
6. Monetization of existing land bank

DRAFT

1. Focus Tourist Destinations (FTDs)

Uttar Pradesh has a strong intent to valorise and brand certain regions as tourism destinations in the State. Enclavisation in tourism has been a result of the need to create exclusive centres of tourism. These enclaves are often viewed as safe investments, which would ensure a steady, continuous, and reliable flow of income from tourism through all seasons. Destination development of Focus Tourist Destinations (FTDs) would entail strategically designed and defined touristic areas with an aim to provide tourists a holistic end to end experience at the tourist place with all customer touch points managed in a streamlined manner.

- a. The Department shall prepare a list of Focus Tourism Destinations (FTDs) for prioritized development to provide an integrated and holistic experience for the tourists. The list of FTDs of Uttar Pradesh shall be notified by the Department from time to time; 5% additional subsidies or INR 5 crore, whichever is less in addition to the existing ceiling shall be provided to attract required private investment along with timely approvals for FTDs which have a high potential for tourism but see limited footfalls presently
- b. The Department shall designate certain areas as enclaves to promote safe investments and promote responsible tourism. Investments flowing into these enclaves will benefit from higher incentives provided by the Department.
- c. To establish a unique destination, the state shall offer diverse and differentiated tourism products, with plethora of art, craft, music, dance, and activities bundled together to give a memorable and shareable destination experience to the tourist.
- d. Uttar Pradesh Tourism Department shall be the nodal agency to coordinate the development and maintenance of such tourism infrastructure facilities (this includes cleanliness, waste management systems, rest areas, parking facility, road signages, information kiosks, last mile connectivity and other public services and amenities that are crucial for ensuring a memorable experience for tourists).\
- e. These destinations shall also include UNESCO world heritage sites and other heritage sites in the state. Further, Uttar Pradesh Tourism Department shall seek to collaborate with relevant Government departments, agencies for development of potential tourism opportunities.
- f. Focus on establishing “Destination Management Organisations”. This would be a decentralised approach of operating and managing such identified destination developments with inclusion of local/regional players/societies in the management of assets.

2. Thematic Sectors

The Department will identify and develop thematic areas across Uttar Pradesh. This will help in promoting niche tourism themes across the State to attract investments and generate employment.

2.1 Heritage, Art & Culture

UP's rich culture and heritage would be a key driver further enhancing its strong positioning in this product not only domestically but also internationally. Focus shall also be placed on facilitating visitors touring culture, heritage, and archaeological assets in adjacent destinations to explore UP.

- a. Identification of monuments/ sites of significance in each administrative division especially in Bundelkhand, with potential for developing them as iconic monuments/ sites undertaken. A facilitating ecosystem offering a holistic visitor experience shall be developed by adopting best practices including multilingual tourist facilitators, contactless ticketing, tourist amenities, audio visual guides, augmented reality experiences through mobiles/headgears, accommodation, and evening events such as cultural programs/night bazars.
- b. The Tourism Department will work with Archaeological Survey of India (ASI), state Archaeology Department, conservation architects and national/ international heritage agencies to undertake restoration projects of various underdeveloped potential tourist sites in Uttar Pradesh.
- c. Joint committee comprising the stakeholder departments, i.e. Tourism, Culture, State Archaeology and ASI (Archaeological Survey of India) would be formed for identification and nomination of sites along with their restoration/ operations and management structure. Proposals shall be formulated on priority to apply for listing other sites of national importance (tangible heritage) under UNESCO and other world heritage programs by the Joint Committee.
- d. Enhancement of the service offerings at existing tangible UNESCO world heritage sites through infrastructure maintenance/ enhancement, access to adjacent assets and targeted promotions through dedicated marketing channels such as participation in fairs, summits, and roadshows would be undertaken.
- e. The Tourism Department shall work closely with Departments of Information and Public Relations, Archaeology and Museums, Forest, Uttar Pradesh Handicrafts Development and Marketing Corporation, and other relevant agencies to revive and promote the culture and heritage of Uttar Pradesh while protecting its authenticity.
- f. Mega events such as Kumbh Mela will be showcased on the world stage through targeted marketing and promotional activities, with efforts to enlist other such mega

celebrations as intangible world heritage. The state government has been very effective to develop Ardh Kumbh as a separate tourist attraction. Similarly, events like Buddhist conclave, Yoga conclave, Sound and technology shows shall be facilitated.

2.2 Spiritual/ Religious Tourism

The state attracts a plethora of devotees from far and wide. We aim to promote a hassle free serene and spiritual experience to travellers visiting this crucible of religious, spiritual, and academic thought and beliefs. Places of spiritual significance would be promoted as cultural centres to hone this product.

- a. Analysis of demand and supply statistics shall be undertaken for the developed circuits- Ramayana, Buddhist, Krishna and Sufi etc. Based on the assessment, support would be extended for setting up and enhancing the civic amenities and facilities available at religious tourist destinations.
- b. Focus shall be placed on interconnecting the state circuits with national and international travel itineraries created across Hinduism, Jainism, Buddhism and Sufiism. End to end infrastructure development would be facilitated specially to facilitate seamless national and international connectivity. Tourists would be able to enter and exit the circuit via international and domestic airports, special trains, helicopter services. Focused road shows and promotional campaigns shall be undertaken to promote spiritual offerings.
- c. Shrine Boards shall effectively regulate and monitor pilgrimage facilitation and management.
- d. Availability and quality of accommodation facilities across budget preferences shall be facilitated at spiritual tourism destinations along with amenities and services. The state shall proactively promote tour packages including charters/ trains/ other travel modes to spiritual/ religious destinations to encourage large format pilgrimage tourism towards building a sizeable market within a short period.

2.3 Eco, Nature & Wildlife

The state is home to dense forests and abundance of natural assets having rich flora and fauna. These assets would be leveraged through planned, sustainable, and responsible tourism initiatives proposed to the Eco-Tourism Board in the state. Facilities would be developed in a planned manner with a focus on conservation and green practices including a focus on renewable energy usage.

- a. The Eco-Tourism Board constituted under the Department of Tourism, Forest Conservation and AYUSH will jointly develop and market the ecological destinations

and strategize further through the extant MoU executed for development of eco-tourism.

- b. The proposed eco-tourism activities/ development shall be in accordance with the provisions of the environmental law/act of the centre/ state, especially in conformance the Wildlife (Protection) Act, 1972 and the Forest (Conservation) Act, 1980 and various other directives and/ or guidelines issued by the Government from time to time
- c. A calibrated and meaningful approach shall be followed to ensure controlled access to the ecologically sensitive areas, with a focus on Responsible Tourism.
- d. Enhancement of current infrastructure shall be undertaken in terms of public amenities, connectivity, signage, accommodation, and F&B facilities to facilitate travel and stay experience of incoming tourists. Forest rest houses shall be developed into tourist homes which blend into the surroundings to allow tourists to explore the asset in an immersive manner.
- e. Local entrepreneurship avenues would be facilitated including uptake of functioning as tourist facilitators, sale of local goods and showcase of local traditions. Local communities would be guided to increase their contribution through Eco and Nature Tourism. Villagers shall be trained and encouraged to be a part of tourism activities. This would generate employment in the remote areas and would help low-income groups earn additional income.
- f. Continual and conscious focus shall be placed on garbage management and recycling initiatives; responsible and sustainable tourism initiatives and awareness measures would educate all the stakeholders including incoming tourists, to preserve the sanctity of ecologically sensitive areas.

2.4 Wellness and Medical Tourism

The state is a magnet for spiritual tourism, making it an apt destination for wellness tourism as an extension. Our focus is on promotion of Yoga, Ayurveda and other wellness related practices which are holistic in nature and gaining widespread popularity as techniques for lifestyle enhancement. The ancient Indian techniques of Yoga and Ayurveda would be focused on and strategically developed to gain national and international attention.

- a. Simultaneous focus would be on upgradation of existing wellness centres in the state with development of an infrastructure and service quality monitoring framework, including quality labels.
- b. An International Yoga Conclave shall be organised on an annual basis to draw more traffic and position Uttar Pradesh as a spiritual tourist destination. Conclaves and

discourses on related topics shall be facilitated for an immersive experience for travellers.

- c. Hire trained and experienced instructors and develop existing infrastructure to leverage the potential of Wellness and attract substantial tourist inflow.
- d. The Eco-Tourism Board shall facilitate the development of Wellness centres in ecological and Nature rich areas which would provide a serene and beautiful ambience to the visitors of Wellness centres. Yoga, Ayurveda, and other programs go hand in hand with Nature, and developing specific Nature destinations, to accommodate Wellness centres, would not only attract attention of tourists, but also provide experiential tourism.
- e. Develop Wellness centres in key Spiritual areas, and thus integrate Wellness with Spiritual Tourism, where in world class Wellness centres can be developed in Spiritual Areas of Uttar Pradesh like Sarnath, Shravasti (on the banks of river Tapti), Kapilvastu, Varanasi (along the river Ganga), Mathura (Vrindavan) where great emphasis has been on Spiritualism.
- f. Buddhist sites attract substantial number of tourist arrivals and developing a Wellness centre in such destinations would prove to be a successful integration of Wellness and Spirituality Tourism and would form a unique tourism offering of the State.
- g. The department shall identify potential nationalities visiting Uttar Pradesh for Medical Tourism including wellness and spa, Ayurveda, Vipassana meditation etc., across the state and create a targeted marketing and promotion plan.
- h. Facilitate the creation of an ecosystem of facilitators and tourism service providers in the medical tourism space to attract more tourists for medical procedures in addition to spiritual, yoga and ayurveda services.

2.5 Meeting, Incentive, Conferences & Exhibitions (MICE)

MICE, the fastest growing and high yield segments of the tourism sector is expected to facilitate tiding over seasonality experienced in the sector. Globally, the MICE segment has overtaken the traditional business trips segment; large conventions and conferences bring in significant number of high spending tourists, which boost the local economy.

- a. Suitable locations like Agra and Ghaziabad, for setting up state-of- the-art conventional centres and accommodation facilities supported by an events ecosystem shall be identified to build UP as an attractive destination for tourists and businesses by the Department

- b. The Government authorities along with the private sector would collaborate to attract a larger share of the MICE pie at an international and national level. Close coordination shall be encouraged in identifying and attracting relevant customers. Special emphasis shall be placed on attracting international and national level multilateral meetings/ mega expositions/ events/ conferences to the state across sectors. Corporate tie-ups with established national ventures and MNCs shall be facilitated for increased MICE tourism in the state.
- c. Tourism Units engaged in MICE activities shall be provided with table space at subsidized rates in Uttar Pradesh Tourism pavilions in domestic and international travel marts, for which guidelines shall be issued by the Department.
- d. The department shall help entrepreneurs collaborate with hotel and transport associations of State to enhance the viability of MICE projects. Tour operators and travel agencies shall be encouraged to promote customized travel tours and packages along with MICE events as pre-event or post-event leisure activities.

2.6 Adventure

Uttar Pradesh's unique topography is conducive to the development of Adventure Tourism, especially in areas like Bundelkhand, Sonbhadra, Chitrakoot and Ramgarh Tal. This varied topography has the potential to offer a unique adventure value proposition to tourists. Uttar Pradesh offers adventure sports options in some degree presently, best practices from which would be adopted in enhanced forms in other parts of the state.

- a. Potential adventure hubs such as Banaras, Bundelkhand, Ramgarh, Chitrakoot, Chambal, Deogarh and Sonbhadra shall be identified and developed as camping/ trail sites and for adventure activities including ziplines, ropewalks, treks, rock climbing, cave exploration, etc.
- b. Adventure Tourism Board shall be formed to facilitate development of new adventure tourism products across all formats. The board shall also ensure the establishment and monitoring of safety and accreditation standards. Additionally they shall invite proposals to organise new adventure sports activities including Camping/ Glamping, paragliding, parasailing, aero based sports, etc. would be facilitated.
- c. The Department shall conduct events to promote aero sports/ yachting/sailing / kayaking to bring tourists to sites with an adventure potential. The Department shall incentivise organisers that display such niche adventure activities in key tourist destinations, for which guidelines will be issued.

- d. Hot air balloon operators of global repute would be invited and assisted to set up activities such as hot air-balloon rides in destinations like Varanasi and near Dudhwa Wildlife Sanctuary which offer a picturesque landscape. This would be promoted for development as a niche service towards making UP a leading hot air-balloon destination of the country.
- e. Adventure tourism is an area which has an additional responsibility of safety and risk factors that need to be taken care of; the department shall ensure international standards of safety and quality in terms of engaging trained and professional human resource and take specific care that world class infrastructure and equipment are in place. Operational protocols and safety norms would be reviewed at regular intervals to ensure conformance to global standards, with service providers monitored on a regular basis

2.7 Water based activities

The State is blessed with unique assets in the form of expansive and picturesque rivers, dam catchment areas, ghats and different barrage sites conducive to development of inland water and cruise-based tourism. Emphasis would be laid on development of water and cruise-based tourism products especially in the luxury segment.

- a. Development and operations of new vessels including cruises, house boats, yachts, floating restaurants, low floor boats, etc in the states waterways through private sector collaborations in areas conducive for water-based tourism such as Varanasi and Chitrakoot would be facilitated, along with simplification of registration and approvals through Inland Waterways Authority of India (IWAI). The Tourism Department would liaison with authorities involved, especially IWAI for regular dredging and maintenance of inland waterways to ensure free movement in water channels
- b. Focus shall be placed on development and upgradation of necessary land and water-based infrastructure including jetties, marinas, etc to catalyse water-based tourism products. PPP models and private sector collaboration would be encouraged for the same in consultation with Irrigation and Water Resource Departments.
- c. Potential for cruise tourism and water taxi services would be identified through PPP and private sector participation modes at locations like Agra and Varanasi. River exploration tours through small vessels are identified for hinterland exploration, in conformance with applicable environmental laws.

- d. Water/cruise-based tourism shall be engaged to develop at least 3 destinations less frequented by tourists in the State.

2.8 Rural/ Village/Tribal based Tourism

Rural Tourism initiatives would focus on allowing the visitor/ tourist to actively participate in rural settings while ensuring facilitating lodging and boarding. Tourists would be encouraged to travel to rural locations and experience the daily activities of the village; this would proffer a chance to imbibe the traditions and culture of the area. Farm and plantation tourism can augment the income from agricultural activities and de-risk farmers to some extent from weather vagaries. Villages with core strength in handlooms, handicrafts, etc. can be developed with a view to facilitate income to producers, ensure continuance of the craft and offer an offbeat experience to tourists.

- a. Village tourism hubs would be identified and declared within short driving distance of major tourist sites/ inbound tourist arrival points such as Agra, Varanasi, Lucknow, Ayodhya, Prayagraj and Chitrakoot. The Department would identify stakeholders from the industry who specialize in rural tourism, tourism service providers from local community and tour operators apart from accommodation providers such as hotel, B&B, farm Stay owners and tourist guides.
- b. The process of identification of rural tourism clusters (destinations) shall be done to create 75 model themed tourism villages across the state; one or more villages may form part of a rural tourism cluster (destination). Local entrepreneurs supporting homestays, farm stays, handicraft shops, other tourism products and experiences shall also be consulted.
- c. Further, a Tourism Development Plan shall be based on detailed assessment of current tourism assets and experiences. A detailed gap assessment in partnership with all the stakeholders shall be carried out and then plans for tourism development of the cluster shall be prepared.
- d. Introduction of more “Green Land Agro Tourism” opportunities, which could include elements like a pond/ stream/ canal, boating area, house based micro industry like a mill/ workshop/ agro industry and traditional houses; this setup would help tourists especially those coming from different countries and cities experience rustic UP life.

2.9 Agri Tourism

“Agri Tourism” is a form of niche tourism that includes active involvement in any agriculture-based operation or activity. There are a wide range of services and activities that may be offered under Agri Tourism including guided tours, participation in

agricultural activities, knowledge session, animal rides, local cuisine among others for the purpose of tourists visiting a farm for leisure or education.

2.10 Cuisine Tourism

Culinary tourism is also an important branch of tourism in that it can promote local businesses, as well as help to shine a light on different cuisines. Culinary tourism helps in attracting interested tourists boosting community pride.

- a. Shall aim to organise food festivals around the State to promote local cuisines and delicacies
- b. Shall plan an annual event attracting domestic and international tourists to taste and dine the different palates of the districts of Uttar Pradesh
- c. Development and promotion of the gourmet trails of Uttar Pradesh to showcase the rich culinary heritage of the State.
- d. Research in and documentation of culinary traditions by IIM-Lucknow, MKITM and other institutes

2.11 Wedding Destination Tourism

Uttar Pradesh has the top tourism draw of India, easily recognized world over. With the Taj Mahal, an epitome of love within the State, the Department aims to develop wedding tourism as a niche product in its policy.

- a. Identification of Wedding Tourism destinations to be listed in an online inventory system to aid wedding planners and event management firms.
- b. Palatial/Heritage properties and gardens in government undertaking to be offered for hosting events. Incentives shall be decided by the Department to aid grand marriages taking place in heritage properties
- c. The Department shall also promote wedding tourism in MICE convention centres
- d. Department of Tourism will participate in Indian and International events to promote Uttar Pradesh as a wedding destination.

2.12 Film Tourism

With many TV shows and movies shot in Uttar Pradesh, the Department aims to promote destinations in Focus Tourist sites as notified by the Department from time to time. The aim would be to organise familiarization tours for major production houses in India and across the globe for key tourist destinations in Uttar Pradesh

- The Department along with Film Department will provide an additional 2% subsidy on the total project cost if the film showcases 30 sec-2 mins footage of the notified FTD.

2.13 Youth (YUVA) Tourism

Youth tourism clubs have been identified as a means for inculcating responsible and sustainable tourism in the country by “catching them young”. This initiative is expected to facilitate youth to develop a deeper understanding of UP and by extension Indian culture and heritage through the medium of tourism; the clubs would also highlight the importance of travel and tourism at various academic institutions.

- a. Tourism clubs would be encouraged in educational institutions across schools and colleges. The Department will engage with government and private schools and colleges through associated Government agencies to facilitate and encourage educational and recreational trips in the state.
- b. Youth wings like Nehru Yuva Kendra Sangathan (NYKS), Bharat Scouts and guides (BSG), National Cadet Corps (NCC), National Service Scheme (NSS), Yuva Mangal Dal, Mahila Mangal Dal, etc would also be engaged to become a part of youth clubs and promote youth tourism in the State.
- c. Government and private hospitality and management institutes would be encouraged to organise sustainable and responsible tours especially along tourism circuits in line with the United Nations Sustainable Development Goals (SDG) agenda.
- d. Information and itineraries on specific tourism circuits- eco-tourism, heritage walks, handicrafts tourism, wildlife sanctuaries, etc shall be shared on relevant platforms to encourage travel. The department shall interact with the youth, especially influencers through social media and surveys which would help in improving the facilities and developing young ambassadors of Uttar Pradesh tourism.
- e. The department shall also support institutes through associated Government agencies in organizing inbound and outbound inter-State school trips by facilitating a connect with other State tourism boards.
- f. The department shall aim to publish a magazine and converge with relevant departments to distribute the magazines to young children at schools and colleges.

3. Mega Circuits and enhancement of present offerings

Uttar Pradesh is one of the most preferred states in the country due to the presence of a unique bouquet of tourist attractions. Taking advantage of existing tourism products including the creation of mega circuits, the Government has presently developed 12 mega circuits as given below. The department aims to develop wayside amenities and additional offerings in these destinations and circuits further to enable its convergence with private sector, central government, and related agency efforts to increase tourist footfalls.

1. Ramayana Circuit

- a. Ayodhya
- b. Bithoor (Kanpur)
- c. Bijethua Mahaviran (Sultanpur)
- d. Chitrakoot
- e. Shringverpur
- f. Others

2. Krishna / Braj Circuit

- a. Baldev Mandir (Mathura)
- b. Mahaban (Mathura)
- c. Vrindavan
- d. Nandgaon
- e. Barsana
- f. Govardhan
- g. Gokul
- h. Others as nominated by Uttar Pradesh Braj Teerth Vikas Parishad (UPBTVP)

3. Buddhist Circuit

- a. Kapilvastu
- b. Shravasti
- c. AtranjiKhera (Etah)
- d. Sankisa
- e. Kaushambi
- f. Sarnath
- g. Kushinagar
- h. Devdeh (Maharajganj)

4. Mahabharata Circuit

- a. Hastinapur
- b. Ahichchhatra

- c. Gonda
- d. Keechakvadh Sthal, Raath (Hamirpur)
- e. Handia
- f. Prayagraj
- g. Lakshagraha Handia (Prayagraj)
- h. Mathura
- i. Kampilya (Farukhabad)
- j. Barnava (Baghpat)
- k. Kaushambi
- l. VidhurKuti (Bijnor)
- m. Others

5. Shakti Peeth Circuit

- a. Vindhyavasini Devi (Vindhyachal)
- b. Jwala Devi (Sonbhadra)
- c. Sita Samahit Sthal (Bhadohi)
- d. Lalita Devi (Prayagraj)
- e. Alopi Devi (Prayagraj)
- f. Kadavasini (Kaushambi) (Repeat)
- g. Shivani Devi (Chitrakoot) (Repeat)
- h. Gayatri Shakyipeeth (Sumerpur)
- i. Pateshwari Devi Devipatan (Balrampur)
- j. Lalita Devi (Naimisharanya)
- k. Shakumbhari Devi (Saharanpur)
- l. Katyayini Devi (Mathura) (Repeat)
- m. Sheetala Chaukia Dham (Jaunpur)
- n. Vishalakshi Devi (Varanasi)
- o. Belha Devi (Hamirpur)
- p. Bairagarh Mata, Konch (Jalaun)
- q. Chandika Devi, Buxar (Unnao)
- r. Kushmanda Devi, Ghatampur (Kanpur Dehat)
- s. Devkali Mandir (Auraiya)
- t. Maa Tarkulha Devi Dham (Gorakhpur)
- u. Maa Sheetla Mata Sthal (Mau)
- v. Others

6. Adhyatmik Circuit

- a. Gorakhpur
- b. Balrampur

- c. Ghazipur (Hathiyaram, Bhudkura)
- d. Goriya (Mathura)
- e. Sant Ravidas Sthal
- f. Mauni Baba, Chochakpur (Ghazipur)
- g. Pavhari Baba Ashram (Ghazipur)
- h. Kinaraam Ashram (Chandauli)
- i. Triveni Sangam (Prayagraj)
- j. Bhardwaj Ashram (Prayagraj)
- k. Ghuisarnath Dhaam (Pratapgarh)
- l. Bhrigu Rishi Ashram (Fatehpur)
- m. Vyaaspeeth Kalpi (Jalaun)
- n. Gola Gokarn Nath (Lakhimpur Kheri)
- o. Maa Parmeshwari Devi (Azamgarh)
- p. Bhrigu Ashram Baleshwar (Ballia)
- q. Dugdheswar Shiv Sthal (Deoria)
- r. Makhauda Dhaam (Basti)
- s. Shiv Mandir Shrankhla, Bateshwar (Agra)
- t. Soron Ashram (Kasganj)
- u. Sheetla Mata Mandir (Mainpuri)
- v. Hanumat Dham (Shahjahanpur)
- w. Hanuman Mandir (Shamli)
- x. Others

7. Sufi / Kabir Circuit

- a. Jayas (Amethi)
- b. Maghar (Sant Kabir Nagar)
- c. Salim Chishti Dargah (Fatehpur Sikri)
- d. Dewa Sharif (Barabanki)
- e. Dargah Marehra Sharif (Etah)
- f. Dargah Sufi Shah Sharif (Firozabad)
- g. Dargah Shafi Shah Sharif (Firozabad)
- h. Lahartara Ashram Kabir Janam Sthali (Varanasi)
- i. Khanqah-e-Niyazia (Bareilly)
- j. Kichhauchha Sharif (Ambedkarnagar)
- k. Others

8. Jain Circuit

- a. Deogarh
- b. Hastinapur

- c. Vahelna (Muzaffarnagar)
- d. Baghpat
- e. Bateshwar
- f. Kampil (Farrukhabad)
- g. Parshwanath (Varanasi)
- h. Shreyansanatha (Varanasi)
- i. Suparshvanatha (Varanasi)
- j. Chandraprabhu (Varanasi)
- k. Chandravar Jain Mandir (Firozabad)
- l. Bahubali Jain Mandir (Firozabad)
- m. Mangalayatan Jain Mandir (Hathras)
- n. Ahikshetra Parshwanath Digambar Jain Mandir (Ramnagar)
- o. Others

9. Bundelkhand Circuit

- a. Charkhari (Mahoba)
- b. Chitrakoot
- c. Kalinjar
- d. Jhansi
- e. Lalitpur
- f. Deogarh
- g. Banda
- h. Hamirpur
- i. Jalaun
- j. Others

10. Wildlife & Eco Tourism circuit

- a. Dudhwa National Park
- b. Pilibhit Tiger Reserve
- c. Bakhira Sanctuary
- d. Chandra Prabha Wildlife Sanctuary
- e. Hastinapur Wildlife Sanctuary
- f. Kaimoor Sanctuary
- g. Katarniaghat Wildlife Sanctuary
- h. Kishanpur Wildlife Sanctuary
- i. Lakh Bahosi Sanctuary
- j. Mahavir Swami Sanctuary
- k. National Chambal Wildlife Sanctuary
- l. Nawabganj m. Bird Sanctuary

- m. Parvati Arga Bird Sanctuary
- n. Patna Bird Sanctuary
- o. Ranipur Sanctuary
- p. Saman Sanctuary
- q. Samaspur Sanctuary
- r. Sandi Bird Sanctuary
- s. Sohagi Barwa Sanctuary
- t. Suhelva Sanctuary
- u. Suraha Tal Sanctuary
- v. Vijai Sagar Sanctuary
- w. Shekha Jheel Aligarh
- x. Sur Sarovar Pakshi Vihaar, Agra
- y. Amangarh Tiger Reserve, (Bijnor)
- z. Blackbuck Conservation Reserve, Meja (Prayagraj)
- aa. Lion Safari Park, Etawah
- bb. Others as nominated by Eco-Tourism Board

11. Craft Circuit

- a. Marble Inlay and Zardozi (Agra)
- b. Glass Craft (Firozabad)
- c. Glass beads Craft, Purdil Nagar (Hathras)
- d. Tarkashi Craft (Mainpuri)
- e. Brass Craft (Moradabad)
- f. Brass Craft and Tala (Aligarh)
- g. Wooden Craft (Saharanpur)
- h. Muda Craft (Hapur)
- i. Hathkargha Pilkhuwa (Hapur)
- j. Banarasi Saree (Varanasi)
- k. Gulabi Meenakari (Varanasi)
- l. Wooden Toys (Varanasi)
- m. Stone Carving (Varanasi)
- n. Zari work (Jaunpur)
- o. Brass Utensils (Mirzapur)
- p. Pottery Udyog (Chunar)
- q. Brass Craft, Jakhora (Lalitpur)
- r. Brass Craft, Amra (Jhansi)
- s. Silverfish Craft, Maudaha (Hamirpur)
- t. Shazar Stone Craft (Banda)

- u. Paper Craft, Kalpi (Jalaun)
- v. Glazed Pottery (Rampur)
- w. Carpet Craft (Amroha)
- x. Khurja Pottery (Bulandshahr)
- y. Carpet Craft (Sambhal)
- z. Terracotta (Gorakhpur)
- aa. Others

12. Swatantrata Sangram Circuit

- a. Meerut
- b. Shahjahanpur
- c. Kakori
- d. Bawan Imli (Fatehpur)
- e. Chauri-Chaura (Gorakhpur)
- f. Mahua Dabur (Basti)
- g. Others

Among the 12 circuits, Bundelkhand will have large focus on Adventure tourism, Heritage tourism and the Wildlife circuit will have Eco and Nature Tourism as the prime focus. Other circuits like the Buddhist, Sufi and Ramayana circuit are more suitable to develop spiritual, cultural, heritage and wellness tourism.

Going ahead, the department will promote circuits but not limit incentives and investments within these circuits. Those units within 20kms of the sites mentioned in the tourism circuits will be entitled for Capital and Interest subsidy each.

Note: In addition to the above circuits, other places in the State which are unserved destinations will also be able to get all the permissible benefits under the policy as per the rules. The list of such unserved destinations (new places/districts) to be included in the above circuits will be published by the department from time to time on the departmental website.

- a. Preparation of an area based tourism master plan to assess the infrastructure gaps in the State shall be undertaken. The aim will be to develop tourism in the whole state of Uttar Pradesh and integrate those areas that are lesser-known and have a less hotel room density per lakh of population within the ambit of the policy.
- b. Focus on increasing the total number of visits to all the destinations on the circuit through product enhancement and provision of seamless connectivity to attractions

- across destinations located in the State. Focus shall be placed on ensuring ease of access from international and national inbound entry points to those of the circuit.
- c. Dedicated tourist coaches shall be developed for various thematic circuits along with relevant marketing strategies to popularize them. Having customized coaches would bring out the aspect of experiential travelling and enhance tourist satisfaction.
 - d. Additional offerings/gamification of isolated tourist sites would be done to optimize footfall. Lesser-known destinations within the circuits to be highlighted through appropriate media and department related websites. Tour and travel operators will be engaged to promote and market these new destinations to target group of travellers.

4. Categories under Tourism Policy

The State is conscious of the latest trends in the hospitality and tourism industry, especially changes emerging after the advent of pandemic COVID-19. Visitor focus is shifting to new and creative avenues of tourism, and Uttar Pradesh has the potential to cater to the changing expectations of the tourists. It is in this context the State envisions development of new and unique travel experiences for showcasing the unique offerings of the State. By focusing on these niche areas, the State aims to further enhance its competitive edge in the tourism industry.

Note: Please refer to Annexure A for a full list of eligible tourism units and their definitions

4.1 Caravan based tourism

With ease of intra and interstate connectivity, caravan tourism is gaining popularity among travellers. This tourism product would be developed specially to encourage weekend travellers and increase travel along tourism circuits that are unable to provide basic amenities and facilities to tourists

- a. Caravan Parks would be developed in Bundelkhand and Vindhya regions to enable travellers to explore the immense natural beauty and historical significance of assets. Private partnerships would be facilitated in such development projects to leverage the advantages of private investments in development and O&M. Caravan parking bays would be developed in coordination with the industry.
- b. Caravan parks would be developed near (within 20 km radius) wildlife sanctuaries / national parks to promote the uptake. These may also be promoted in the vicinity of lakes, rivers and natural water bodies.

- c. FAM Tours (Familiarization tours) would be organised across National Parks, Sanctuaries and other caravan touring sites for private operators, reputed agencies, and social media influencers post approvals by the Department to enable sector growth.

4.2 Homestays- Rural, Pilgrimage Dormitories, Urban Homestays, Farm Stays

This product would offer travellers a peek into the heart of UP's villages through stay and experiential travel packages while allowing owners to enhance their income. Emphasis would be placed on offering an authentic visit, in safe and hygienic settings for the tourist to experience first-hand the culture and flavour of UP.

- a. Residents are encouraged to develop and maintain authentic, comfortable, safe and hygienic homestays with essential amenities to offer a unique experience-based visit to the visitors. Accreditation and certification norms would be developed for planned growth of these offerings. The premises would necessarily be solely residential units and the owner would need to physically reside therein along with family to qualify as a homestay.
- b. Mechanism for voluntary certification shall be pursued by service providers and the department shall encourage such labels for the promotion and benefit of Home Stays. Such certification and labels shall be subject to strict periodic monitoring and audit by the department to ensure that facilities maintain required standards of safety, quality, and hygiene.
- c. Training and skill development programs in soft skills, tourism facilitation (guide), customer service and hospitality, and digitisation of transactions would be provisioned for interested homestay owners to cater to the needs of this niche area of tourism. Local villagers would be encouraged to be partners in the development of homestays to not only enhance the flavour of a traveller's experience but also skill and help uplift the economic conditions of the local populace.
- d. Homestays in urban areas will be registered and certified by the Department. Through such an initiative of certifying all homestays (rural and urban), web/ app/ aggregator/ portal-based booking options would be explored for Government accredited and certified facilities. These would provide information about the home, travel options, other tourist information, emergency contact and support.

4.3 Tented Accommodation, Camping and Perennial Accommodation

The state has number of natural destinations in rural, wooded and riverside areas for camping. Various facilities including signage, public amenities, camping sites, provision stores etc. are planned to be developed along with signboards for nature trails, exploration tours and parallel activities to enhance the entire camping experience and develop a niche sector for tourism growth in the state. Focus would be on safe and responsible tourism especially minimal negative impact on the state with conscious waste management activities.

- a. Focus locations include Garhmukteshwar (outside forest area of Hastinapur), Ayodhya (towards Gonda), Kaithi Village (Varanasi), Chunar (Mirzapur), Sharda Sagar Dam (Lakhimpur Kheri) and Matatila Dam (Jhansi)
- b. Various camping sites will be identified and demarked for carrying on camping activities wherein necessary infrastructure would be developed to enable the tourists to stay in natural surroundings to experience the wilderness and overnight camping.
- c. Moreover, to protect the pristine environment, construction planned would be in cognizance with the natural landscape and in line with environment protection norms/ regulations especially in protected wildlife/forest areas.
- d. Apart from this, the State also welcomes new innovative and alternative accommodations such as trailers, containers, etc

4.4 Sound and Light Show (Son et Lumiere SEL)

Sound and Light show is usually done on a gigantic scale, an interesting show where audiences get to travel back in the oldest times, a visual treat for tourists/audiences.

- a. Further, ASI would be contacted for identification of historic monuments sites, Museums, and places of national importance for successful mounting of Sound and Light show.
- b. Department will onboard 360-degree marketing agency for promoting Sound and Light show at large.

4.5 Eco- Tourism Stays

Eco-tourism will be promoted as both, a tourism activity and a product in close collaboration with the Forest and Environment Department (F&ED) and the Climate Change Department.

- a. Development of campsites and various activities like trekking, nature walks and heritage walks will be actively promoted and attractive tour packages would be offered.
- b. Dedicated Wildlife Tourism shall be developed covering places such as Dudhwa, Pilibhit, Patna Bid Sanctuary, Sandi Jheel, etc and other sanctuaries of the State in partnership with the Forest Department and AYUSH Department

4.6 Star Classified Hotels and Budget Hotels

- a. The Department aims to attract investments in building infrastructure especially in areas that are lesser known and have a low room density per lakh population.
- b. With the rise in spiritual and religious tourism in Uttar Pradesh, the department shall incentivize budget hotels and dharamshalas in many areas of the State

4.7 Wellness and Naturopathy Centres/ Spas and Yoga Centres

With yoga, wellness, and spirituality at the forefront of tourism in Uttar Pradesh, the department also aims to promote medical tourism.

4.8 Convention centres/ Cultural Centres/ Public Museums

- a. Invite interested private parties through PPP mode for establishing MICE centers across Uttar Pradesh
- b. Encourage tourists coming from different States or internationally for MICE and initiate MoUs with airlines and heritage properties to promote Agra and Lucknow as a hop-over destination

4.9 Theme parks and Amusement Parks

The Department aims to attract tourists for other niche activities like theme park rides, water parks and amusement parks designed on certain themes such as dinosaur age, Ramayana, Mahabharata, freedom struggle, cartoon shows, etc.

4.10 River cruise and Houseboats/ Water based activities and Adventured based activities

The State aims to develop water activities and sports in areas such as Varanasi, Ayodhya and other eco-tourism water-based sites.

4.11 Dhabas and Wayside Amenities

Development of world class wayside amenities across all the tourism circuits with involvement of active private participation in the development and maintenance of

infrastructure is envisaged to meet the overall tourism development mission enabled through circuits.

4.12 Mega projects

The State is aimed to attract investment in mega projects either through PPP or JV modes. With the focus on Ayodhya and Bundelkhand, the sector aims to contribute to 15% GSDP during this policy period. Apart from tourist bungalows, tourist facilitation centres, the Department is also identifying heliports and wellness centres and marketing such projects as mega projects.

4.13 Heritage Homestays

The Department has introduced this category to include heritage properties with 2-4 rooms. Tourists travelling to rural heritage hotels with less than 5 rooms will be incentivized to renovate and secure structural soundness of the building and in return ensure tourists the rustic and palatial lifestyle.

4.14 Innovative Ideas – Craft Markets, Culinary fests, New Tourism Startups

The Department shall set up a committee that would invite proposals on innovative ideas related to tourism and hospitality that are novel or have never been implemented in the State of Uttar Pradesh. It shall also aim to promote festivals and gatherings that would market niche themes like culinary fests, cultural fests, adventure activities like RCC flying, etc

4.15 Other Categories such as Floating restaurants, Golf/Polo Tourism, Heli-Tourism, Revolving Restaurants

Other categories such as golf, tourism, heli-tourism, night cruises, floating restaurants, hot air balloons are also key focus categories for the Department. The Department will develop these tourism categories through PPP mode and develop brand equity amongst all niche tourism products.

5. Heritage Properties/Hotels

As per the definition of the Department of Tourism, Government of India, the heritage value old buildings /forts/havelis/kothis/castles constructed prior to 1950, on being operated as hotels will be included in the category of heritage hotels.

Heritage hotels can be of any size and dimension

Any place which has the potential of developing into a heritage tourism place or not, its examination, project proposal and regular monitoring will be done by The District level Committee constituted under the Chairmanship of the District Magistrate. However the approval for grant of subsidy will be through the State Level Committee (SLC).

Criteria for the establishment of heritage hotel:

- a) The conversion of buildings of heritage value into hotels in UP will be valid as per the criteria laid down by the Ministry of Tourism, Government of India
- b) The construction of the building of heritage value converted into heritage hotel should be prior to 1950
- c) The architectural features of any building of heritage value should be retained as far as possible. If need arises, any extension/ improvement/ renovation/ change/ maintenance in the building should be keeping with the original architecture features and in harmony with it
- d) The imminent surroundings of the heritage value building and especially, approaches to the heritage value properties should be in consonance with the architectural features of the heritage hotel
- e) The frontage of building, architectural style and general construction work should be completely indicative of local place's cultural specialties/traditions. The facilities available in the above hotel should be as clean as possible and of high class
- f) Heritage hotel should provide high class cuisine, food and beverage services and should give the flavour and taste of local traditions. The services available in hotel, facilities and immediate surroundings should be of high standard.

Classification of heritage hotel: As per the criteria laid down by the Ministry of Tourism, Government of India, on the basis of antiquity of construction and facilities available in the buildings of heritage value, the heritage hotels have been classified into three main categories:

1. Heritage Hotel: Built prior to 1950, in which there should be a minimum of 5 rooms compulsorily

2. Heritage Classic: Built prior to 1935, in which there should be a minimum of 15 rooms compulsorily
3. Heritage Grand: Built prior to 1920, in which there should be a minimum of 25 rooms compulsorily.

Specific incentives

- a. Amount equal to the capital funding of 25% of the capital cost of the project cost or INR 5 Crore, whichever is less, will be given by the Government of Uttar Pradesh, under the capital investment subsidy for the conservation/expansion/renovation/retrofitting of heritage hotels without disturbing the architecture of the existing building
- b. Self-expenditure and loan obtained by a promoter from a nationalized bank for any project of construction/ extension/ renovation/ retrofitting of heritage hotel, will be considered as the project cost.
- c. In the event of getting project appraisal from financial institutions licensed and approved by the Reserve Bank of India (RBI) and on taking loan from such institutions for construction of heritage hotels in the state, 5% interest subsidy would be given in favour of heritage hotel owner, for 5 years.
- d. The liability of interest subsidy would be permissible up to a maximum of 5 years period, from the date of approval of loan. The above interest subsidy would be permissible to a maximum of INR 5 Crore loan and admissible subsidy to a maximum of 25 Lakh, for 5 years.
- e. Note: Heritage hotels are entitled to avail, both the Capital Investment Subsidy and the Interest Subsidy. Protected monuments will not be considered under this policy
- f. Excise Duty: The Department along with the Excise Department will provide a 50% reimbursement of the excise license fee paid during the first year for heritage hotels located in rural areas
- g. Exemption in Stamp Duty: If for establishing a heritage hotel, any building and its appurtenant land is purchased, then on such transfer deeds, 100% of the payable stamp duty will be exempted in the form of subsidy by the Department, provided the owner of the building and its appurtenant land is the same person
- h. Land Use Conversion Charge: If in any development area, where land-use is demarcated, and old properties of heritage value are converted into heritage hotel, then the concerned Development Authority would give 100% waiver in

conversion charges, terming such land-use of the converted property as 'Heritage Hotel'.

- i. Infrastructure Development: The state government would give preference to the arrangement of better and encroachment free link roads to the heritage hotels. For uninterrupted power supply, arrangements will be made for power sub-stations/transformers and attractive signages will be installed.
- j. Publicity Broadcasting: The Department would do the publicity broadcasting of products and activities related to the heritage tourism, through mediums like the Department's tourism literature, website, etc. The Department would also offer signages along key routes (NH, SH) to attract tourist arrivals in heritage hotels
- k. The Department would form a committee, which will tour from time to time to examine heritage units and will take action to address the difficulties before them and provide necessary cooperation.

Committees for Approvals of Heritage Hotels

- a. Heritage zones will be earmarked, and by-law will be prepared under the below mentioned Committee:

SNo.	Designation/Department	Title
1	Principal secretary/Secretary Tourism	Member
2	Principal secretary/Secretary Urban Development	Member
3	Principal secretary/Secretary Housing	Member
4	Principal secretary/Secretary Culture	Member
5	Director, Directorate of Archaeology	Member
6	Director, Culture	Member
7	Director, Musuem	Member
8	Chief Town Planner	Member
9	Director General- Archaeological Survey of India or a nominated representative	Member
10	Director General, Tourism	Member

- b. To convert heritage building into heritage hotel, approval and classification from a two-tier Committee will be mandatory. The committee constituted will be:

SNo.	Designation/Department	Title
1	District Magistrate	Chairman
2	Sub-district Magistrate	Member
3	Executive Engineer, PWD	Member
4	Manager, UPSTDC	Member
5	Director, Directorate of Archaeology	Member
6	Regional Tourist Officer	Member Secretary

6. Bed and Breakfast scheme (Ministry of Tourism, Government of India)

The Department of Tourism, Government of Uttar Pradesh, through this scheme, will encourage Bed and Breakfast operators to develop more accommodations, ensuring visitor experience. The B&B scheme is conceptualized under the Incredible India “Atithi Devo Bhava”. With the aim of providing comfortable homestay facilities with standardized world class services to the tourists.

The Bed and Breakfast Scheme is applicable to Pilgrimage dormitories and rural homestays. The scheme is not applicable to resorts, motels, hotels and guesthouses.

Conditions of Registration and Classification

The accommodation of the residential premises to be registered under this scheme as a B&B establishment shall conform to the following conditions:

- i. The residential premises are purely residential units and the owner is physically residing therein along with his or her family
- ii. The owner shall let out not less than one room and not more than 6 rooms to paying guests, consisting of 12 beds for all
- iii. The bedroom has adequate numbers of bathrooms and adequate arrangement for water, power supply, proper ventilation, lighting, suitable furniture, sanitation and other facilities
- iv. The premises are in a good state of maintenance and have the required standards of hygiene, cleanliness and safety, including fire safety
- v. The premises should be located in an area accessible
- vi. The premises should be good residential properties in good locations, where tourists can comfortably stay
- vii. There should be a parking facility provision
- viii. The premises have been considered by a classification committee for registration as an establishment as Silver or Gold
- ix. Any other condition which the Department may impose from time to time shall be applicable

Registration Process

- a. Under this scheme, the home owners intending to use their residential premises as a B&B establishment, for providing accommodation to tourists on payment for boarding and lodging, shall apply through Form A for the registration of the establishment and, through Form D' for the renewal, to the regional office.

- b. On receipt of the application under Clause 1 above, the content of the application will be scrutinized. The presence of facilities and services will be evaluated against the enclosed checklist. The checklist will have to be duly filled and signed on all pages, and submitted along with the application. On satisfactory receipt of all the required documents, an inspection visit will be arranged by the classification committee.
- c. The inspection team will submit their inspection report to the Directorate of Tourism. A letter confirming eligibility will be issued by the Director General - Tourism, to the B&B establishment owners, who qualify the screening stage. Only when the registration certificate has been received, may the B&B establishment owners commence the business operations.
- d. Police Verification Certificate of the B&B establishment is required
- e. The Directorate of Tourism reserves the right to accept or reject any application. Any person aggrieved with the recommendation of the classification committee may appeal before the Director General Tourism, within thirty days and the decision of Director General Tourism, shall be final.

Registration Fee

The registration fee for the following scales is:

Sr. No.	Category	Registration Fee (in INR)
1	Silver	1000/-
2	Gold	2000/-

Registration fee shall be paid in form of a banker's cheque or demand draft, issued by any scheduled bank, payable to Director General Tourism, Government of Uttar Pradesh

Classification Committee

There shall be a classification committee constituted for recommending classification of the B&B establishment, as below:

District Magistrate/Representative	Chairman
Superintendent of Police/Representative	Member
Vice Chairman, Development Authority	Member
Representative of the Municipal Authority	Member
Regional Tourist Officer	Member Secretary

In the Noida and Greater Noida region, the CEO of the authority will be the chairman of the classification committee. The committee shall classify the B&B establishment under silver or gold category, depending upon the amenities available there in.

Issuance of Certificate of Registrations

Whenever any B&B establishment is approved by the Director General - Tourism for registration under this scheme, he shall issue a certificate as enclosed in 'Form C. The certificate shall be issued for a period of two years in the first instance and shall be renewed thereafter, for every two years, on payment of fee laid down in this scheme.

Cancellation of Registration

- i. It is compulsory for the registered properties to maintain the high standards set under the B&B scheme. The registered properties can be subjected to surprise audits. The registration can be cancelled in case of poor maintenance or complaints from tourists regarding bad behavior.
- ii. If it is found that the property owner is not following the set rules and regulations, he/she would be given a chance for explanation. However, if the reasoning is not found to be sound, the Director General Tourism can initiate the required procedure for cancellation of registration on the recommendations of the relevant Regional Tourist Officer.
- iii. If the property owner makes certain changes to the services provided under the B&B scheme, the owner should inform the relevant Regional Tourist Officer regarding the same within 30 days, or the registration can be cancelled.

Rules for the owner of the property

- a. The property owner will not install a reception desk in the B&B establishment. The B&B establishment should be maintained as a proper homestay.
- b. The property owner cannot run or provide any commercial services from the B&B premises, such as travel packages, travel agency, transport services, sale of handicrafts or any other commercial activity.
- c. The property owner cannot provide any such services that might cause discomfort the nearby residents/neighbours or lead to breach of their privacy or any other rights.
- d. Publishing of fake information regarding the property.
- e. No involvement in any kind of brokerage.
- f. Property owner needs to provide immediate Information to the local police station about the staying of tourists.

- g. The property owner should maintain the register for proper records of the tourists.

Power to Inspect

Regional Tourist Officer, may, either himself/herself or by authorizing any officers or staff subordinate to him on this behalf, inspect, at all reasonable times, the premises of the establishment registered under this scheme. Any deficiencies pointed out by the Regional Tourist Officer, shall be rectified by the unit. If deficiencies are not rectified, the Regional Tourist Officer shall give notice to rectify deficiencies within 30 days from the date on which notice is received by the B&B establishment owner. If deficiencies are still not rectified, the Director General Tourism shall cancel the sanctioned registration and classification of the said unit. The unit may file an appeal with the Director General - Tourism within 30 days from the date of order or letter of Regional Tourist Officer received by the unit.

Other Provisions

- a. The B&B establishment shall have to necessarily display charges of room and the cost of dinner, lunch & breakfast. The type of breakfast to be offered will have to be specified, the charges will have to be displayed and the visitors will have to be informed in advance.
- b. The registration will be finalized within 30 days of the recommendation received by the Director General Tourism, given that the application is complete in all respects.

Note: B&B establishments shall follow prevailing rules and regulations of the Government of Uttar Pradesh.

Benefits under the Bed & Breakfast Scheme

- i. There will a single window for fast track and time bound approvals for the B&B establishments applying.
- ii. To encourage development of B&B establishment faster, the Department may appoint B&B aggregators to lead this initiative.
- iii. B&B establishment to remain under residential/non-commercial category.
- iv. Domestic rates for electricity would be charged to the registered B&B establishments.
- v. Domestic rates for water tax would be charged to the registered B&B establishments.
- vi. B&B aggregators will be employed to train the B&B operators, by creating the SOPs and conducting safety and security audits.

- vii. Marketing support through listings on the Department's website, journals, publications, mobile application, etc.
- viii. The Department will support the B&B establishments by placing directional signage along the highways and major tourist spots.

7. Incentives, Subsidies and Concessions

These interventions have been designed to attract maximum investments and boost the tourism sector at large in the State.

The State Government grants industry status to all star-classified hotels, resorts and defined eligible tourism units that are registered with the Uttar Pradesh Tourism Department. While the orders regarding grant of concessions/ incentives to the tourism projects as a result of the declaration of Tourism as an Industry will be issued separately, the following incentives / concessions have been provided for under this Policy:

1. Sanction of electricity load on priority- Electricity Duty shall be charged as per Industry Rates and the same will be applicable with effect from the date of appropriate notification in this regard by the State Government to be applicable to all star-classified and registered hotels
2. Taxes of local bodies including Nagar Nigam and Jal Sansthan as levied on the industries to be applicable on the tourism units.
3. Hotel and Resort construction to be permitted in the industrial areas as per the policy decided by relevant industrial authority.

7.1 Capital Investment Subsidy to Eligible Tourism Units

All eligible tourism units as mentioned in Annexure A are eligible for a capital subsidy under the given quantum. 100% of the eligible Capital Investment subsidy amount shall be granted post the successful start of commercial operations of the eligible tourism units.

Eligible Capital Investment in INR crore (excluding the land cost)	Subsidy percentage	Ceiling subsidy (INR crore) (whichever is lower)
10 lakhs - Upto 10 crore	25%	2 crore
Upto 50 crore	20%	7.5 crore
Upto 200 crore	15%	20 crore
Upto 500 crore	10%	25 crore
More than 500 crore	10%	40 crore

Note: The sum of all incentives mentioned in this policy eligible to individual units will be capped at 30% of the Eligible Capital Investment made by the unit.

7.1.1 Additional Capital Subsidy

- i. 5% subsidy shall be provided for Tier 2 or lower cities / towns & villages and new tourism units in Focus Tourism Destinations
- ii. Special incentive for women entrepreneurs and SC/ST/backward classes
 - New Tourism Units owned and managed by women entrepreneurs (with minimum equity participation of 51% in the entity) will be entitled to an additional 5% subsidy over and above the 'Admissible Subsidy'.
 - New Tourism Units owned and managed by entrepreneur belonging to SC/ST categories and the differently abled will be entitled to an additional 5% subsidy over and above the 'Admissible Subsidy'.
 - Clubbing of the above mentioned incentives, the total Capital subsidy eligible to New Tourism unit will be subject to the ceiling of 25% of eligible capital investment or prescribed 'maximum limit', which is lower

7.1.2 Capital Investment subsidy for Heritage Hotels

Amount equal to the capital funding of 25% of the capital cost of the project cost or INR 5 Crore, whichever is less, will be given by the Government of Uttar Pradesh, under the capital investment subsidy for the expansion/ renovation/retrofitting of heritage hotels.

7.2 Interest Subsidy to Eligible Tourism Units

- i. In case of bank loan, units may apply for interest subsidy at 5% of the loan amount with maximum amount of INR 25 lakh per annum for a maximum period of five years for eligible tourism units. Small hotels, camping units and temporary tented accommodations are encouraged to avail the Interest Subsidy

7.2.1 Interest Subsidy for Heritage Hotels

5% interest subsidy would be permissible to a maximum of INR 5 Crore loan and admissible subsidy to a maximum of INR 25 Lakh, for 5 years.

Note: Single unit shall not be granted capital investment subsidy under multiple tourism projects. Unit which claims capital investment subsidy shall not be entitled to claim the interest subsidy.

Note: All projects PPP mode with Directorate of Tourism shall also be able to avail all incentives permissible under this Policy.

7.3 Stamp Duty Exemption

Eligible Tourism Units will qualify for 100% exemption of stamp duty and registration fee on sale/ lease/ transfer of land for the first transaction only during the operative period of this Policy. The unit shall submit a bank guarantee to the concerned District Magistrate. The validity period of such Bank Guarantee shall be until the date of completion.

7.4 Conversion and Development Charges

Land use conversion and development charges shall be waived off for all new and expansion tourism units (leasehold tourism units shall be allowed freehold as per the by-laws of the Development Authority). Tourism units which are being established at such places where there are no facilities, then the infrastructure such as road, drainage / sewage, electricity and water supply shall be done by the developer; an affidavit shall be provided to avail waiver of conversion and development charges from concerned departments.

7.5 Employment Generation Subsidy

Reimbursement (for male worker) is 75% & 100% reimbursement (for female workers) of EPF expenditure (Employer's contribution) for a period of 5 years for workers who are domicile of the State, to units employing more than 50 employees.

7.6 Special incentive for specially abled friendly units

Payroll assistance of INR 1500 per month per worker to units employing differently abled workers, subject to a maximum of five workers in a unit.

7.7 Specific Incentives

1. Incentives to support in reviving scarce Art, Culture and Cuisine of the state

Subsidy of INR 5 Lakh will be granted to individual/ group involved in reviving indigenous and scarce art, music, craft, folk dance, and cuisine of Uttar Pradesh. For availing the incentive, the recommendation will be provided by the committee constituted under the chairmanship of the District Magistrate of the specific district. The incentive will be limited to only 10 individuals/groups within a range of 50 kms from famous tourist destinations per year reviving a particular Art, Culture or cuisine of the State notified by the Department (in consultation with the Culture Department) on FCFS basis.

2. Specific incentives for responsible tourism

- a. Eligible tourism units would be reimbursed up to 75% of the cost of carrying out energy audit by a recognized institution/ consultant, water harvesting/ conservation and environment-friendly practices like green buildings, solar and other renewable energy measures, subject to a maximum amount of INR 1 lakh per unit. Amount shall be disbursed only once during the operative period of the policy. Subject to a maximum of two individual units per year per entity post submission of certificate stating sustainability of the unit.
- b. Reimbursement of 20% of the capital cost of setting up effluent/ sewerage treatment plant subject to a maximum of INR 20 Lakh per unit; subject to a maximum of two individual units per year per entity.
- c. Reimbursement of 50% of the certification fee paid, up to Rs 10 lakh to hotel/wellness resort obtaining Green Building Certification under IGBC / GRIHA / LEED or any such international accreditation/ certification as identified by the board from time to time
- d. Reimbursement of 50% of certification fees paid, up to Rs 5 Lakh to tour operator for obtaining GSTC (Global Sustainable Tourism Council) certification through GSTC accredited agencies
- e. 100% reimbursement on achieving the certifications and standards from the Responsible Tourism Society of India, for up to an amount of INR 1 Lakh, subject to a maximum of two units per year.

3. Specific incentives for infrastructure development

- a. Development of tourism focused transport through e-vehicles, including buses would be facilitated. Capital subsidy of 10% on eligible capital investment for procurement of maximum 5 e-vehicles and setting up of charging station for E-Vehicles, up to maximum of Rs 10 lakh would be given to eligible TSPs. The subsidy benefit from the department will be payable to the unit in 5 equal instalments against successful operations of 5 years
- b. Purchase of maximum 5 tour buses used for atleast 3 months in a year for big events/ festivals within the State will receive 20% reimbursement of road tax paid annually for the first 2 years

4. Specific incentives for ICT (Information and Communications Technology) enablement

- a. The State Government shall duly facilitate and support introduction of technology events in Uttar Pradesh for the promotion of usage of ICT in the tourism sector. Financial assistance for introduction of ICT in tourism shall be provided to the maximum limit of INR 10 Lakh, as may be approved by the State Level Committee.
- b. 25% subsidy to a maximum of INR 10 lakh to tour operators making digital promotional content (Digital Platform, Mobile Apps, Metaverse, Virtual Reality, Gamification, Robotics, Artificial Intelligence etc). This incentive will be provided to 15 content creations made on/in FTDs within one financial year. In the case of rural/ village tourism it will be provided to 10 content creations in one Financial Year.
- c. Tourist Service Provider providing audio/video guide will be eligible for one-time assistance for up to extension of 25% of the cost of procuring the equipment/ content creation or INR 25 Lakh, whichever is less. Incentive can be availed only once by the operator during the operative period of the Policy. This incentive will be initially taken up for a few monuments only on a pilot basis.

5. Innovation specific incentives

A one-time incentive upto Rs. 50,000 would be provided to eligible investments for the following innovative projects; to be disbursed after the successful commissioning of the Project. Due recognition and publicity will be accorded by the State Government to innovative projects.

- a. Introduction of innovative technology
- b. Technology products having negligible carbon footprint.
- c. Proposals on innovative and novel tourism activities with project cost less than INR 5 crore

The approval of this incentive will lie in the discretion of the Directorate of Tourism Committee.

6. Marketing and Promotion incentives

All Tourism Service Providers operating in the state and registered with Department shall be eligible for this incentive. This Incentive shall be availed by different Tourist operators once a year during the period of the Policy. At the start of each financial

year, the State Department will notify the name and number of such domestic and international travel marts and roadshows for which this incentive will be provided.

- a. 50% of the space rent actually paid subject to a maximum of INR 30,000 per national event or INR 1,00,000 per international event. This incentive will be provided to atmost 3 firms on FCFS basis. The assistance would be provided by way of reimbursement.

7. Incentives for MICE activities

Support the organizers of international conferences in Uttar Pradesh (not less than 100 guests, participants hail from 3 or more different countries/ 10 or more states of India, and the conference held no less than 2 days). The Department shall support conference venue costs, equipment rental costs and other direct costs related to the conference and awarded within 50% or upto 25 lakhs in accordance with the standards

8. Incentives for film tourism

The Department along with the Film Department will provide an additional 2% subsidy on the total project cost if the film showcases 30 seconds- 2 minutes footage of the notified Focus Tourism Destinations

9. Incentives for Skill Development

- a. Reimbursement of 100% of hospitality related course fees, for up to INR 10,000 per person per course, with the course duration of fortnight.
- b. Training to tourist guides from local areas with a stipend of INR 5,000 registered with the Department. The reimbursement shall be limited to training of 500 service providers for three years.

10. Assistance for research in the Tourism/ Hospitality Industry

Financial assistance up to the maximum limit of INR 10 Lakh will be provided to recognized Travel Associations/ Hotel Associations/ Chamber of Commerce/ Other Travel and Hospitality Bodies/ reputed and registered NGOs/ Management Institutes or Universities to carry out market research studies on travel and tourism/hospitality sector in Uttar Pradesh. The subject matter would be finalized as per the relevance and requirements of the industry. Not more than five such studies will be sanctioned each year. Preference to be given to research conducted via hospitality association and institutes directly.

11. Assistance for YUVA tourism

A onetime grant of INR 10,000 for one year will be provided to youth clubs constituted within government intermediate schools/ degree colleges/Navodaya Vidalya/Kendriya Vidyalaya/Kendriya School/ Shramik school/educational institutions such as Kasturbha Gandhi Vidhalaya,etc. This grant will be provided to atmost 10 clubs in a division on the recommendation of the District Magistrate. No youth club will receive this grant again if financial assistance has already been provided to them once before. This grant will be given to youth clubs to conduct tour trips around the State and implement tourism activities in schools/district level with children.

8. Government Facilitation

The Department of Tourism, Uttar Pradesh is determined to imbibe the following guidelines to boost tourism and investments in the State

8.1 Responsible Tourism

Uttar Pradesh lays significant emphasis on the preservation of its natural assets and safeguarding ecologically sensitive areas in a sustainable, responsible and conscientious manner. It is highly conscious of the fact that while it is important to develop and promote tourism and gain a competitive edge, it is imperative that Responsible Tourism principles are followed across the board. Sustainable and eco-friendly tourism behaviour is promoted towards Uttar Pradesh emerging as a major responsible tourism destination.

- a. Emphasize on conservation of natural assets and heritage of the state by ensuring regulations are in place and are periodically monitored.
- b. Encourage activities which will establish a meaningful connect between the local community and the tourists and design programs where in tourists become aware of local cultural and environmental significance.
- c. Develop and incentivize activities which are environmentally friendly and pollution free such as cycling tours, heritage and food walks. Such initiatives would not only cater to Responsible Tourism but also provide experiential tourism to the visitors.
- d. Ensure that individual tourism products focus on engaging certified and accredited service providers and products only. This is particularly applicable in the areas of Eco and Nature Tourism and Adventure Tourism which are closely linked to nature and are developed in ecologically sensitive areas.
- e. Focus would be placed on adoption of renewable energy, waste management and segregation techniques.

8.2 Skill Development

Uttar Pradesh lays a major emphasis on upskilling the local population and making them partners in tourism development. Holistic development of tourism by involving the local populace, small scale and medium scale industries is key to the development process. Along with this skill development is also focussed for high value and highly skilled roles which are key to development of the high end and luxury tourism sectors.

- a. Special focus is placed on mitigation of the human resources gap in the tourism industry bridged by training tour guides, home stay hosts, other formal and informal sector service providers.
- b. Multilateral and international funding agencies, CSR wings of the private sector and NGOs would be encouraged to support and skill local entrepreneurs through capacity building programs designed to the area in question.
- c. Training and refresher courses shall be organized on annual basis with MKITM (Manyawar Kanshiram Institute of Tourism Management), Lucknow for all tourism/ hospitality related personnel/ guides and other certified persons registered with the Department. This would be based on periodic research conducted on the tourism and hospitality industry, latest trends and requirements and analysis of gaps by conducting periodic research on current skills of the existing professionals.
- d. Short time skill development courses offered by various institutes shall be recognized by the Department of Tourism, in association with UPHRA, FHRAI, HRANI, TAAI, IATO and TAFI for employment generation.
- e. Under the Pro-Poor Project of the World Bank with the Department of Tourism, there are concerted efforts towards skilling local people in Vrindavan, Tajganj, Kushinagar and Sarnath by training them to manufacture souvenirs to market

8.3 Differentiation through Geographical Indications of Goods (GI tags)

Uttar Pradesh has 36 registered GI tags¹ across Agriculture, Handicrafts and Manufactured products under the Geographical Indications of Goods (Registration and Protection) Act, 1999. This policy would facilitate adoption of GI registration by local artisans by employing means for monetisation and promotion through tourism services. Experiential tourism would be used creatively to facilitate added value through intellectual property (IP) to manufacturers, artisans and farmers by simplifying entry to the tourism value chain.

¹ GI is a platinum standard granted to unique geographical origin-products and regulated worldwide under the World Trade Organization Agreement on Trade-Related Aspects of Intellectual Property Rights.

- a. Trainings and skill development initiatives targeted at enhancing the soft skills and tourism offerings of GI tagged service providers would be facilitated.
- b. The *Allahabad Surkha Guava*, *Mango Malihabadi Dusseheri*, *Kalanamak Rice*, *Basmati Rice*, *Rataul Mango* and *Mahoba Desawari Pan* have registered GI tags. Tourism products based on agro, and experiential tourism would be developed to help tourists explore various manufacturing and related processes associated with these products.
- c. Curated experiential tours, especially through rural and hinterland tourism would be employed to showcase the wealth of offerings hidden in manufacturing and handicrafts GI tags. Focus would be placed on encouraging addition of further GI tags for unique handicraft offerings of the State. Special handicraft stalls, online sales and immersive activities/ tours would be organised for drawing artisans into the tourism value chain.
- d. Curated experiential activities involving unique food preparations of Uttar Pradesh, exclusively available only in the state, such as *Agra Petha (sweet dish)*, *Mathura ka Pedra (sweet dish)* and *Galawati kababs* (Lucknow) would be facilitated.
- e. Joint committee comprising the stakeholder departments, i.e. Tourism, Culture, Handicrafts, Textiles, Development & Marketing Corporation Ltd., Industries and Internal Trade, MSME and Export Promotion, Agriculture, Horticulture and Food Processing shall be formed for identification and nomination of GI tags.
- f. These GI products shall be developed as souvenirs and marketed at Tourist Facilitation Centres across the State

8.4 State Tourism Awards

State Tourism awards shall be awarded to provide recognition to exceptional initiatives and service quality executed by various tourism businesses in the state. This shall further encourage innovation and attract / promote investment and responsible tourism in the state such as best Tour/Travel operator, Hotel, Wellness centre, Adventure project, Tourist village, and others as notified by the Authority. Every year, the Department will felicitate 10 awards and upto Rs. 1 lakh prize money on the occasion of World Tourism Day or National Tourism Day.

8.5 Safety Tourism Police

Uttar Pradesh aims to instil a sense of safety amongst tourists by providing them secure and safe travel within the state; also provide information to tourists and visitors on law, customs, culture and attractions in the vicinity. The vision is to implement a concerted drive within the state with stringent provisions in the law

along with a dedicated police force and technology deployed to yield tangible results.

- a. The number and spread of tourist police stations would be progressively increased across high international and national tourist footfall areas to assist specific concerns of locals; the station would also have personnel fluent in English and at least one foreign language. Ex-service personnel may also be deployed for the purpose, including at high density tourist locations where police stations have not been established
- b. Provide tourists with essential information to tourists and visitors on law, customs, culture and attractions in vicinity. Local population with training will also be included in the task force.
- c. The department will take action to deploy tourism police at places like Kushinagar, Ayodhya, Kapilvastu, Garhmukteshwar, etc for the convenience and safety of tourists in the State.

8.6 Registration of all eligible tourism units, service providers, tour operators and travel providers

- a. Registration of Service Providers/Stakeholders and enlisting of all service providers, information regarding guides, hotels, homestays, resorts, and travel and tour agents will be displayed on Uttar Pradesh tourism website. Online booking for watersports, adventure sports will be initiated by DoT.
- b. PPP projects under the Department that have been won by private players will be specifically listed on the website for marketing and promotion

8.7 Driving investment in UP Tourism

The Government of Uttar Pradesh is committed to facilitate a conducive environment for the establishment and operation of Tourism projects in Uttar Pradesh. The department accords highest priority to facilitation of ease of doing business in Uttar Pradesh.

i. Ease of Doing Business

The Government aims at creating conducive business friendly environment in the State by ensuring simplification of procedures, timely clearances benchmarked with the best and responsive facilitation services.

“Simplified procedures” and “time bound clearances” are the prime intentions for facilitating the investor. The department intends to regularly review its acts, rules,

application forms and procedures related to industrial services/ clearances/ approvals/ permissions/ licenses and wherever possible i.e. rationale or abolish or amend as per existing regulatory regime and introducing provisions related to self-certifications, deemed approval and third-party certification wherever required.

ii. Investment facilitation

Emphasis on active participation in Government of India schemes such as PRASHAD and Swadesh Darshan to improve infrastructure development in the State. Furthermore, to address challenges being faced by the Investors at various stages of projects/ investments, the department shall set up an Investment Facilitation Centre which shall facilitate and share information on areas open for investment, incentives, investment summits and fairs etc. The Directorate of Tourism shall function as a nodal agency; it shall work in coordination with Udyog Bandhu for investment promotion in tourism.

The Department of Tourism will launch a UP Tourism Investor Facilitation Cell which will act as a converging body to monitor the sector progress within the state. The major functions will include tourism investment promotion and investor facilitation in the state:

- Attract fresh investments in the tourism sector and develop the brand equity of Uttar Pradesh as a top global tourist destination.
- Act as a one stop connect for providing relevant information to the investors regarding information on the business approvals required for starting a business in the state.
- Data collection, market research and analysis, and publish periodical reports on the developments of the tourism in the state
- Provide advisory services for private sector participation in the developmental projects carried out across the state of Uttar Pradesh
- Attract private sector participation for infrastructure development projects

iii. Single Window

Government of Uttar Pradesh will strive to achieve an effective IT enabled single point processing mechanism for industrial services/ clearances/ approvals/ permissions/ licenses which will synergize schemes of tourism and industries departments.

- Dedicated **Single Window Clearance Department** which shall be the sole interface for providing all tourism services/clearances/ approvals/ permissions/licenses
- The introduction of a single window system shall lead -
 - a. To reduced delays, cutting costs and improved efficiency in processing various applications

- b. To a single source of information on licenses, processes, documents and requirements
- c. To increased transparency through application tracking and status checks
- Emphasis would be placed on heritage/ rural/ eco-tourism projects through a dedicated module created/included on the single window portal which will focus on heritage hotels/ rural tourism/ eco-tourism and other related projects where the tourism department will act as the nodal agency for handholding, facilitating ease in getting no-dues and approval or issues faced from any other government department in the state.

iv. Investor Summits

A targeted approach to reach prospective investors and communicate investment opportunities in the state through various channels will be undertaken. Tourism department along with Government of Uttar Pradesh shall participate in and host various national and international trade fairs, events and conferences which will act as an ideal platform for B2G interactions and showcasing sectoral strengths of the department. Global Investors summit (GIS) will be organized with an objective to project Uttar Pradesh as a global investment hub and tourist destination.

v. Coordination with other Departments

Further, the Tourism department shall work with other relevant line departments at state and district level to further streamline the regulations and their implementation with focus on deploying digital technologies and alignment on speedy approvals

8.8 Allotment of Government Land for Tourism Units

The State Government can make land available for establishment and development of all types of Tourism Units as per prevailing procedure, which is indicated below:

- All Development Authorities, Municipal Bodies, Uttar Pradesh Housing Board, Gram Panchayat, Industry Department and District Commissioners would identify suitable land for the establishment of Tourism Units
- Land so identified shall be set apart and reserved for tourism units under intimation to the Tourism Department. Information of such Land Bank would be made available on the website of concerned Local Body/District Commissioner/Revenue Department and on Tourism Department website
- The maximum and minimum land areas to be reserved for tourism units shall be as under:

S No.	Category	Minimum Land Area	Maximum Land Area
1	Budget Hotels (1,2,3 star hotels)	1200 sqm	Upto 5000 sqm
2	Hotels/ Wellness Centres/ Eco-Tourism Stays (4 star and premium)	6000 sqm	Upto 15000 sqm
3	Resorts / Theme Park	18000 sqm	Upto 50000 sqm
5	Other Tourism units	-	As per requirement/availability

- The allotment of such land shall be made on the prevailing DLC (District Level Committee) rate of the local area
- The process of competitive bidding and allotment for such tourism units on DLC rate for the local area shall be as follows:
 - The Authority Concerned shall notify to public through national and state level ads for allotment of land identified and reserved for tourism units through competitive bidding process. The DLC rate for the local area for allotment of land shall be indicated in the advertisement and this price shall be the base price for allotment of land
 - In case more than one applicant apply for the land within the specified time period, the allotment of land shall be made through competitive bidding. In case no other application is received in the specified time period, the allotment of land shall be made to the single bidder on the prevailing DLC rate for the local area, in keeping with the other provisions of the Tourism policy
 - Land made available under this policy cannot be used for any other purpose for atleast 30 years

8.9 Timeline for approval for Conversion of land and Approval of Building Plans

- d. Conversion of land in an urban area- The competent Authority shall dispose off an application for conversion of land for tourism unit within 60 days from the date of filing of application which is complete in all respects.
 - Approval of Building plans: The competent Authority to approve the building plan in urban area shall dispose of the application within 60 days of receipt of

application complete in all respects. Similarly, time limits are also fixed for construction and operation of tourism units by the investor, which are as under:

- A tourism unit having less than 200 rooms will be required to be completed within 3 years after conversion of land. In case there is a requirement for seeking approval of building plan, the above permitted time period for completion of tourism unit will commence from the date of approval of building plans by the concerned authority.
 - A tourism unit having more than 200 rooms will be required to be completed within 4 years after conversion of land. In case there is a requirement for seeking approval of building plan, the above permitted time period for completion of tourism unit will commence from the date of approval of building plans by the concerned authority.
 - Provided further that an extension of one more year could be given based on merits of the case by the authorities concerned after which all concessions shall stand withdrawn/ lapsed.
- b. Conversion of Land in Rural Area: The competent authority shall dispose off an application for conversion of land within 45 days from the date of filing of application complete in all respects. Similarly, time limits are also fixed for construction and operation of tourism units by the investor, which are as under:
- A tourism unit having less than 200 rooms will be required to be completed within 3 years after conversion of land.
 - A tourism unit having more than 200 rooms will be required to be completed within 4 years after conversion of land.
 - An extension of one year could be given based on merits of the case by the authorities concerned after which all concessions shall stand withdrawn/lapsed and the applicant shall have to register again.

9 Institutional Mechanism

9.1 State Level Committee (SLC) for sanctioning of capital subsidy and interest subsidy

S.No.	Designation/ Department	Title (SLC)
1.	IIDC Infrastructure & Industrial Development Commissioner	Chairman
2.	Additional Chief Secretary/Principal Secretary, Infrastructure and Industrial Development or a nominated Special Secretary	Member
3.	Additional Chief Secretary/Principal Secretary, Finance or a Nominated Special Secretary	Member
4.	Additional Chief Secretary/Principal Secretary, Culture, or a Nominated special secretary	Member
5.	Additional Chief Secretary/Principal Secretary, Forest, or a nominated Special Secretary	Member
6.	Additional Chief Secretary/ Principal Secretary, Revenue, or a nominated Special Secretary	Member
7.	Additional Chief Secretary/ Principal Secretary, MSME and Export Promotion, or a nominated Special Secretary	Member
8.	Additional Chief Secretary/Principal Secretary, Tourism, or a nominated Special Secretary	Member Secretary

Note: This Committee will approve and sanction all capital and interest subsidies above INR 1 crore

9.2 State Level Special Tourism Committee (SLSTC) for sanctioning all other grants and financial incentives

S.No.	Designation/ Department	Title (SLC)
1.	Additional Chief Secretary/Principal Secretary, Tourism	Chairman
2.	Additional Chief Secretary/Principal Secretary, Finance or a Nominated Special Secretary	Member
3.	Additional Chief Secretary/Principal Secretary, Information Technology or a Nominated Special Secretary	Member
4.	Additional Chief Secretary/Principal Secretary,	Member

	Forest, or a nominated Special Secretary	
5.	Additional Chief Secretary/Principal Secretary, Culture, or a Nominated special secretary	Member
6.	Principal, Hotel Management Institute of Catering Technology and Applied Nutrition, Lucknow	Member
7.	General Director/Joint Director/ Deputy Director, Directorate of Tourism	Member Secretary

Note: Apart from sanctioning financial incentives, the responsibility of the committee would also be to,

- Approve subsidy upto INR 1 crore for all eligible tourism units

9.3 Directorate of Tourism Committee

This Committee will be chaired by the Principal Secretary of Tourism. Main responsibility of the committee would be to,

- Approve any new innovative ideas (refer to section 4.14) that are unique in nature
- Screen and approve any startups in the tourism sector
- Case to case screening and approval of subsidies to properties constructed and operated prior to 1st February 2016

Note: The committee will also include experts/stakeholders from other fields of tourism, whenever required.

9.4 State Level Policy Implementation Committee (PIC)

This Unit will be chaired by the Head of Department of Tourism. The Finance Comptroller and the Command Centre (responsible for the online dashboard) will also be part of the Committee. Its responsibility shall be to ensure effective functioning of the Single Window Clearance mechanism, resolve any queries, overcome hurdles and expedite implementation on ground. Other subject experts may be invited from time to time as per the requirements.

9.5 District Tourism Promotion Council/ District Level Policy Implementation Committee

Every district will have a District Tourism Promotion Council (DTPC). It shall act in close coordination with Department of Tourism.

S.No.	Designation/ Department	Title (SLC)
1.	District Magistrate	Chairman
2.	Chief Development Officer	Member
3.	District Excise officers/ Commercial taxes/Transport Officer/ Secretary- DDA or Local Authority	Member
4.	General Manager, DIC	Member
5.	District Tourism Development Officer	Member Secretary
6.	Any other person nominated by Chairperson	Member
7.	Subject experts/ associations	Member

Its main functions shall be :

- Identify land parcels for tourism development in the district.
- Verify proposals made by investors on ground
- To act as the nodal agency and clearing house for ideas and information related to tourism at the district & sub-district level.
- Facilitate convergence of resources of various agencies for the development of tourism infrastructure.
- Development and updation of tourism information for districts which may also be uploaded in the district websites.
- Promote the development of tourism master plans for each district in coordination with other government agencies.
- Skill profiling of local population to create lists for guides, freelancers, photographers, homestay addresses and develop a tourism service provider database and create awareness among the general public on tourism related matters.
- Contribute to the publicity and promotional material of DoT and encourage/facilitate travel writers, media for publicizing places of tourist interest of the district.
- Facilitate the formation of local tourism destination development bodies with local community participation for development of tourism assets
- Mobilize and enlist the local community stakeholders for specific areas / tourism destinations as per requirement.

10 Marketing and Promotion

Targeted and evolving marketing and promotion measures are key to attracting international and domestic tourists to the state across tourism types. The promotion and marketing of the state tourism shall be done in collaboration with different tourism stakeholders in line with the UP Tourism Roadmap 2022.

Various media, marketing/ promotions and social media platforms would be capitalised on through a comprehensive media plan driven by the UP Tourism Vision and Goals.

i. Major Events & Roadshows

The Department shall organize the following events in the state on a large-scale manner. The list may be modified at the discretion of the Department in consideration of the state's marketing and promotional budget. Special marketing and promotions activities shall be conducted in the run up to the event.

- Deepotsav
- Ramayan Mela (Conclave)
- Dev Deepavali
- Hot Air Balloon Festival
- Navratri Mahotsav
- Mahashivratri Mahotsav
- World Tourism Day
- Kashi Vishwanath Dham
- Drone Show & Light and Sound Show at residencies
- Buddhist Conclave
- Rangotsav
- Kumbh Mela
- Krishnotsav

The Tourism department shall participate and facilitate participation of industry stakeholders in international and national level travel and trade fairs. Special emphasis shall be placed on marketing destinations and focus tourism types including new tourism services.

The Tourism department shall organize roadshows based on target domestic and international inbound source markets; roadshows in 6 states on a half yearly basis and 2 foreign destinations on a quarterly basis is envisaged.

The Department shall promote circuits and destinations at international fora and multilateral organisations such as United Nations, World Bank, G20, SAARC, ASEAN, SCO etc. based on the target tourism type

ii. Annual Promotional Calendar

The state shall prepare an annual calendar of key promotional activities shall be released by the Department in consultation with other departments as well so, that any other activities can be added. The annual calendar shall have the following: -

- Major Events
- Local Festivals
- Roadshows
- Domestic and International travel marts participations
- All religious, cultural, social events and festivals
- Webinars for showcase/ new tourism services

iii. Revival of consumer touch points

The Department shall undertake the following measures.

- a. Develop a user friendly, interactive, and informative website with all the necessary destination and travel information. Website traffic analysis would be done for identifying trends and driving tourists organically and inorganically through SEO and SEM.
- a. The official website shall have all the information's regarding states residencies, tourist attractions, events and festival schedules, hotel accommodations, package tours etc. It shall be tourist friendly with AI based virtual assistant for finding nearby amenities with respect to tourists' location in the state.
- b. The website shall have a separate section for the bloggers and vloggers, so that content created by them and as approved by the Authority to promote offbeat places, cuisines etc. to attract tourists in the State.
- c. Free marketing and promotion of focus tourism products and services would be done through the website and mobile application.
- d. Television commercials and campaigns would be developed from time to time for the target audience, which would especially promote the events/fairs/festivals and destinations to increase tourists for the event and tourism spread.
- e. Pertinent information related to tourism activities, destinations, circuits, accommodation, new services, festivals, emergency information and other services

shall be highlighted in a customer friendly manner on the mobile application with the facility of google maps or location visibility of tourist locations.

- f. Regular posts, photos, videos, stories related to tourism activities would be uploaded on social media, digital platforms, and innovative technologies to engage directly with both the domestic as well as international community.
- g. The Tourism department shall conduct campaigns to increase the number of women travellers in the state and provide information about the safety and security measures in the state.
- h. Webinars would be organised in collaboration with the industry stakeholders to develop the varied tourism products in the state, especially new tourism services along with hospitality standards.
- i. Setup of Tourist Facilitation Centres as one stop shops for all information related to any district/ destination

iv. Familiarisation (FAM) Tours

The Tourism department shall organize FAM trips on regular basis; details of these trips shall also be included in the tourism calendar and on social media platforms. The FAM trips shall include tour operators, travel agents, journalists, photographers, writers, bloggers, influencers, and other tourism stakeholders to enable them to spread awareness about Uttar Pradesh Tourism. Special emphasis would be laid on content prepared for target source markets. An annual event would be held for bloggers and travel writers to encourage promotion and branding of new destinations.

11. Digital Initiatives

Digitalisation of the tourism ecosystem to promote seamless two-way interaction of the tourist with the state's tourism ecosystem is envisaged to towards achievement of digital transformation in the sector. The department shall establish systems to accurately collect, analyse and report tourism data for informed decision-making along with platforms to enable greater awareness amongst tourists. Ranked 9th on the India Innovation Index 2020, Uttar Pradesh Tourism proposes to utilize a wide variety of digital initiatives to boost the immense potential of the tourism sector.

- a. A Tourism Analytics Division under PIU shall be established under the Department of Tourism to drive collection of tourism statistics and market research activities of the Department. The department shall seek to partner with tourism service providers

- to understand tourist behaviour, preferences, visitor sentiments, identify and address key issues which will provide guidance for planning and policy decisions.
- b. A tourism dashboard shall be created for reporting key tourism metrics, monitoring of on-ground project implementation, fund utilization, tourist footfalls and receipts. The dashboard will also help to assess the impact of tourism on destinations and local communities
 - c. The department shall create awareness amongst tourists, develop and disseminate image banks and video assets across various marketing channels, website and social media platforms and leverage technology and ground level information to facilitate a system of data-based policy and decision making.
 - d. The Department shall seek to collaborate with industry players to identify and promote emerging technologies such as mobile apps, augmented reality, gamification, machine learning, AI to provide an immersive, memorable, and inclusive experiences for tourists through services such as digital signage, translation support, and audio-visual guides.
 - e. The Department shall revive low footfall destinations by digitising important tourism assets and elements through three-dimensional models and virtual tours.
 - f. A comprehensive, user-friendly, tourist centric and visually appealing website and mobile app shall be developed for UP Tourism which shall serve as a key touchpoint and one stop destination for tourists and shall enable digital solutions for the tourism ecosystem of the State.
 - g. The department proposes to harness the power of digital technology and create automated interfaces for online booking and other activities and thereby enable a hassle-free ingress- development of integrated or hosted payment gateways. Collaboration with Online Ticketing Agent (OTA) platforms for ticketing systems and promotion of monuments shall be undertaken. Increased proliferation of Automated Ticket Vending machines shall be undertaken to ensure hassle free entry & reduced waiting time and effective visitor management.
 - h. Actively championing tourism digital transformation for SMEs by supporting hands-on innovation and capacity development through travel-tech incubators, accelerators, mentoring opportunities to encourage uptake and promoting a digital mindset.

Annexure A: Eligible Tourism Units

Eligible Tourism Units: A New Tourism Unit during the operative period of this policy or Existing Tourism Unit registered under the Tourism Policy 2018 still undergoing construction or expansion

SNo.	Eligible Tourism Unit	Definition/ Conditions
1.	Hotels	Hotel projects should have facilities expected of establishments in the 1 to 5 star categories according to the guidelines for hotels of the Department of Tourism, Govt. of India, as applicable from time to time. Such hotels should also obtain category certificate from them. These units should have a minimum of 50 lettable rooms with attached bathrooms. A public toilet should also be provided for visitors. Size of the rooms and bathrooms, AC facilities should be as per the norms prescribed by the Department of Tourism, Govt. of India for such hotels.
2.	Budget Hotels	It should have at least 10 lettable rooms and all the lettable rooms should have attached bathrooms. The plot on which the budget hotel is located should measure a minimum of 1200 sq.m. It should have restaurant/dinning hall all with sitting area. It should have telephone with STD facility. It should have public toilet and first aid center. It should have car parking area @ 5 sq.m per room. The rooms should have adequate furniture, fixtures and linen.
3.	Heritage Hotel	Defined in Chapter 5
4.	Eco-Tourism Stays	Tourism infrastructure proposed in the project shall conform to environment-friendly, low impact aesthetic architecture, including (preferable)- solar energy, waste recycling, rainwater harvesting, water conservation, natural cross-ventilation, energy conservation, and proper sewage disposal and merging with the surrounding habitat. The proposed eco-tourism activities/ development must be in

		<p>accordance with the provisions of the environmental law/act of the centre/ state.</p> <p>Accommodation should be built with locally available material, make use of renewable resources, adopt ecological sustainable solutions and be a low-cost housing.</p>
5.	Eco-Tourism Project	<p>“Eco Tourism Project” is a Tourism Project for Eco Tourism which must possess the following characteristics –</p> <ul style="list-style-type: none"> • The local community should be involved leading to the overall economic development of the area • The likely conflicts between resource use for eco-tourism and the livelihood of local inhabitants should be identified and attempts made to minimize the same • The type and scale of eco-tourism development should be compatible with the environment and socio-cultural characteristics of the local community • It should be planned as a part of the overall area development strategy, guided by an integrated land-use plan avoiding inter-sectoral conflicts and ensuring sectoral integration, associated with commensurate expansion of public services must be established and operated in accordance with the provisions of the existing environmental laws / acts of the country / state, especially in conformance the Wildlife (Protection) Act, 1972 and the Forest (Conservation) Act, 1980 and various other directives and/ or guidelines issued by the Government from time to time. • Staff and local persons, especially youth should be appropriately trained to act as nature guides and naturalists so as to assist visitors during wildlife viewing and trekking

		<p>The guidelines for Eco-Tourism are applicable to any protected areas, national parks, wildlife sanctuaries, community reserves; conservation reserves, sacred groves, or pilgrimage spots located within protected and/or forested areas. Tourism Service Providers should ensure that they are compliant with applicable guidelines for undertaking Eco-Tourism in Uttar Pradesh that may be issued from time to time by relevant competent authority.</p>
6.	Resorts	<p>The Resort project should have a minimum of 20 lettable rooms with attached bathrooms. It should have a telephone with STD facility. The plot on which resort is located should measure at least 18,000 sq.m. It should have, on its plot, a minimum open space (unbuilt area) of 6000 sq.m. It should have at least 4 of the following facilities. 1. Indoor games (e.g. Table – Tennis, Squash, Billiards, Bowling Alley, etc.). 2. Conference Room 3. Swimming pool 4. Tennis or Badminton Court or Golf or other outdoor games area. 5. A Health Club 6. A lounge</p>
7.	Fixed Tented Accommodation	<p>Camping and tent facilities should have clear ground measuring at least 1000 sq.m. It should have tented accommodation capacity for at least 20 persons. There should be a minimum of 10 fixed tents. The gross carpet area of tents should measure at least 200 sq.m. All the tents should have attached toilets. The tents should be put on a platform raised to a minimum of 2.5 feet above the ground. The tent site should have adequate security. The site should have eco-friendly structures admeasuring at least 200 sq.m. for such purposes as food, recreation, relaxation and lockers. It should have adequate electricity, water supply, sewerage disposal and drainage facility.</p>

		Should be operational for a minimum period of 5 months per annum. The benefit of subsidy by the department will be payable in 5 equal installment during the successful operations of 5 years
8.	Camping/Perennial Accommodation	<p>Camping and perennial tent facilities should have clear ground measuring at least 1000 sq.m. It should have tented accommodation capacity for at least 8 persons. There should be a minimum of 5 camping tents along with a washroom for such campgrounds. Should be operational for a minimum period of 5 months per annum</p> <p>Camping sites identified for eco-tourism activities should be provided with basic facilities to enable the tourists to stay in natural surroundings either solely to experience the wilderness, or additionally for participating in other activities requiring overnight stay in forests.</p>
9.	Adventure Tourism projects	An adventure tourism project should provide required equipment with trained staff to maintain and run the activity. The requisite permissions from local authorities, State and Central Govt. as well as permission/provision from safety angle must to be obtained/made. Minimum facilities like restaurant (wherever required), drinking water supply, staying arrangements (wherever required), toilet etc. should be provided
10.	Theme Park/Amusement Park	Theme Park should be based on a single or series of themes having a plot measuring at least 10,000 sq.m. (about 2.5 acres). It may have amusement rides, water slides, accommodation (at least ten lettable rooms), restaurant, theatre, shopping area, activity area and theme areas. It is, however, not mandatory to have all these features.
11.	Convention centre (MICE)	"A Convention Centre should be located on a plot measuring at least 3000 sq.m. It should have capacity to seat at least 750 persons. The capacity

		<p>should be so organized that it is possible for at least 5 separate conference events to run simultaneously. The conference/ convention units should have adequate acoustic facility. It should have a vehicle parking facility. All conference/convention areas should be equipped with modern public address system, slide projection, video screening and such other facilities. It should possess its own equipment. It should have a restaurant, cafeteria of adequately covered and comfortable area to cater to at least 500 persons simultaneously. The area excluding kitchen, should measure at least 500 sq.m. It should have STD telephones, first aid center, Fax and e-mail and photocopying facilities. The quantum of such facilities should be consistent with the size of the complex</p>
12.	River Cruise Tourism	<p>Any Boat/Yacht with a minimum seating capacity for atleast 4 persons upto 500 persons, which is licensed by the Transport Department, Government of Uttar Pradesh and having capacity to operate in the lakes/rivers of the state for pay-and-use facilities. Boats/Yachts used by hotels to transport or entertain their guests and/or goods/raw materials will not be covered under this definition</p>
13.	Wellness Centres	<p>A facility that provides specialised therapy to tourists through alternate system of medicine such as AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homoeopathy) through professionally qualified personnel. Spa Centre includes rejuvenation facilities like aromatherapy, ayurvedic massage etc</p>
14.	Yoga Centres/ Yoga Gram	<p>Yoga Gram is theme-based village and Yoga centre is a centre having a Naturopathy centre, providing physiological, psychological and spiritual health to people through integrated therapy of Ayurveda etc. &</p>

		having a setup towards preserving and promoting traditional art and culture of the state.
15.	Wayside Amenities	Wayside amenities will be a common facility center on the National Highways, State Highways, and Major District Roads or within a short distance from such roads. They should ideally have (a) Food Plaza (25 persons); (b) Public Convenience; (c) ATM/Banking; (d) Emergency/Medical Facilities; (e) Communication Centre; (f) Petrol Filling
16.	Caravan Tourism	<p>Vehicles specially constructed for tourism (minimum square base 03 m and length 05 m) used for group oriented leisure purpose and having at least 2 bed capacity. Under the Ministry of Tourism, the prescribed course of</p> <p>Preferred Requirements: 1. Sofa cum bed for 2 people.</p> <p>2. Kitchen with fridge and microwave oven. 3. Hand shower and ample in toilet cubicle Fresh water storage. 4. Partition on the back of the driver.5. Storage for Lenin and Clotting.6. Communication between passenger and driver. 7. Air condition (desirable). 9. Audio/Video facility. 10. Complete Charging system- External and Internal. 11. GPS (desirable). 12. Caravan sanitisation, electricity, sewerage, water and parking facilities.</p> <p>It should operate at least three months in a year. It should have operated for at least three months before seeking the approval of the State Tourism Committee</p>
17.	Caravan Park	Specialised area established with necessary infrastructure for caravan/ campervan parking/ overnight stay in allotted spaces providing basic or advanced amenities and facilities. Caravan Park shall comply with sewage, rainwater harvesting, electricity and garbage disposal provisions The following mandatory requirements need to be fulfilled

		to ensure this- A boundary wall with limited entry and lockable gates, Adequate security and safety arrangements (is preferable), A properly equipped first aid kit , The supervisory staff and other workers should be trained in disaster management, Repairing or service workshop/ facility
18.	Rural Homestay	Tourism units to be established according to the local perspective with atleast 2 rooms wherein the owner of the house is also residing within the homestay. This will also give experience of local culture / art / music / food / craft to the tourists. These units must follow the guidelines and specifications referred in the Bed and Breakfast Scheme of the Ministry of Tourism
19.	Sound and Light shows/Laser shows	A theatrical entertainment presented at night in a historic, usually outdoor setting, using recorded sound, lighting, and other effects to relate the history of the place. Organizer must have all the necessary clearances/ approvals/ permissions from the concerned authorities
20.	Tour and Travel Operators	Proprietary concern or partnership firm or registered society or private limited company or public company or corporation, duly registered under the law and providing any service related to travel and tourism including Travel Agents, Transport Operators (including electric vehicles), Online Ticketing Agents, Tourist Guides, etc
21.	Heritage Homestays	Built prior to 1950 and must be operating atleast 2-4 rooms in the heritage property
22.	Flotels/Floating restaurants	Water sports projects should be set up at a beach or, lakeside or, riverside along with a pontoon/jetty. It should offer at least two water sport facilities. Parasailing, water-scooters, hovercraft and water-skiing are examples of such facilities. In addition to investment in boat and outboard motor, it should make an investment of at least Rs.5 lakhs in water

		sports equipment. It should have adequate changing rooms, showers, lockers, and separate toilet blocks for ladies and gents. It should have a restaurant. It should have trained staff for implementation of safety norms
23.	Golf Course	A Golf Course Project should have a minimum of 9 holes. The land area should not be less than 10 Hectares. The design and drainage should be so worked out that there is no water logging. There should be a reliable system for adequate water supply. It should have a satisfactory club house. It should offer clear access to tourists who are not its members to play golf and the charges in this regard should be transparent and consistent. Adequate parking for at least 25 vehicles and public toilet facility should also be available.
24.	Dhabas	<ul style="list-style-type: none"> • Public restrooms (area 250 sqm) to be established within the vicinity of the Dhaba • Specially abled amenities to be constructed • Certified by FSSAI • Seating capacity between 20 to 25 persons • 24X7 water and electricity supply
25.	Pilgrimage Dormitories (Dharmashalas/Ashrams)	Dharamshalas now range from one-person establishments with barely enough room for a handful of visitors to stay, to large institutions with hundreds or even thousands of residents. Should be running for atleast 3 months before registering and the unit should be in a spiritual site/destination.
26.	Mega Projects	Projects capable of creating new employment of more than 150 persons with new investment of INR 500 crores and above (excluding the cost of land) will be construed as Mega Tourism Units. Units which are set up and which commence commercial operations during the operative period of this Policy will only be eligible under this category. The proposals of Mega Tourism Units would require due

		<p>approval of the State-Level Committee (SLC). Hotels and Resorts, Multiplexes and Malls shall be excluded from the definition of Mega Tourism Unit.</p>
27.	Tourist Village/ Rural and Cultural Village	<p>Tourist Village Project shall mean and include all of the following; (a) tourism that showcases the rural life, art, culture, craft, cuisine and heritage of rural locations in the State; (b) benefit the local community economically and socially; (c) enables interaction between the tourists and the locals for a more enriching tourism experience and (d) essentially an activity which takes place in the countryside.</p> <p>The Cultural Village should showcase the culture, rural life, art, craft, cuisine and heritage of rural locations in the State</p> <ol style="list-style-type: none"> 2. The project should have space to work for at least 5 artisans. 3. The project should have minimum one souvenir shop that sells locally produced handicrafts and promotes indigenous art and crafts. The shops will exclude manufacturing in any form. 4. The project should have village tours to exhibit the rural lifestyle, culture and infrastructure and have arts and crafts demonstrations – such as stone carving, sandalwood carving, wood carving, pottery, wall paintings, and other crafts of Uttar Pradesh.
28.	Tourism and Hospitality Training Institute	<p>The Institute must be offering tourism/hospitality courses that are recognized/certified by regulatory authorities.</p>
29.	Farm Stays and Agri-Tourism	<p>“Farm Stay” is a type of accommodation on a working farm /rural area near agriculture provided to tourists visiting a farm.</p> <p>“Agri Tourism Project” means setting up a working farm or an agricultural property for the purpose of experiential tourism. Agri Tourism Project must include at least one of the following components</p>

		<p>Activities to be Undertaken (atleast 2)</p> <ol style="list-style-type: none"> 1. Agriculture farming 2. Horticulture orchard / garden 3. Fish pond 4. Sericulture unit 6. Dairy Farm 7. Animal Husbandry unit 8. Plantation 9. Farm Tours 10. Farm Store <p>Other specifications:</p> <ol style="list-style-type: none"> 1. The entry area for the farm should be developed to provide an encouraging experience for visitors. 2. There should be a reception area at the entrance to welcome the visitors. 3. Local home cooked food or local cuisines should be the main cuisine served to visitors. 4. There should be adequate parking facilities. 5. Have minimum 3 lettable rooms and maximum up to 6 rooms only.
30.	<p>Innovative and Alternative Accommodation</p>	<p>An accommodation that is unique and innovative eg. containers, pods, etc. shall be presented as a proposal to the Authority. The incentives and concessions provided would be on the discretion of the Authority.</p>
31.	<p>Cultural Centres/Crafts Markets/Culinary Fests and other cultural projects</p>	<p>“Cultural Tourism” is a type of tourism activity in which the tourist’s essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions / products / knowledge / practices in a tourism destination. “Cultural Tourism Project” is a tourism project set up for cultural tourism to showcase the culture, rural life, art, craft, cuisine and heritage of rural locations in the State of Uttar Pradesh and promotes indigenous art and crafts.</p>

<p>32.</p>	<p>Public Museums and Galleries</p>	<p>“Museum & Gallery Project” is a tourism project that comprises of either a Museum or a Gallery or both in a project site and is engaged in tourism related activities.</p> <ol style="list-style-type: none"> 1. The Museum / Gallery should adhere to guidelines / rules / regulations of the competent State / Central Authority and address the various aspects of Museum and / or Gallery such as acquisition, extension and resetting of galleries, classification and documentation of collections, modernization of displays, setting up of conservation laboratory etc giving a holistic or composite vision of the Museum and Gallery , projecting its concept and design. 2. The Museum / Gallery should be a structure that conserves and/ or exhibits work of art, science, history and heritage on a permanent basis. 3. The Museum / Gallery should have a minimum area of 3,000 sq. ft. of exhibition / display area. Land conversion required for the purpose of construction and operation of the Museum / Gallery must be done. 4. The Museum / Gallery should have a good number of collected items, reflecting the theme of the Museum / Gallery. All items exhibited and conserved in the Museum / Gallery should display adequate information about such items, in at least two languages (one being English) for the benefit of tourists / visitors. 5. Measures should be taken such that all users can approach, enter, or leave the facility independently and can reach and use its facilities without undue difficulties. 6. The Museum / Gallery should have adequate parking spaces in relation to the project capacity for the benefit of visitors/ tourists.
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		7. Organization of weekend cultural show of at least one hour in the project premises during the tourist season through live performance by local artistes to showcase the local language, local dance, theatre and music forms
33.	Revolving Restaurants / Fly dining restaurants	Flying Dining and revolving restaurants is a lavish & luxurious experience that combines adventure & fine dining. It is a unique concept that enables you & your loved ones to eat, drink & be merry at the height of upto 50 meters / 160 Feet above ground level.

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