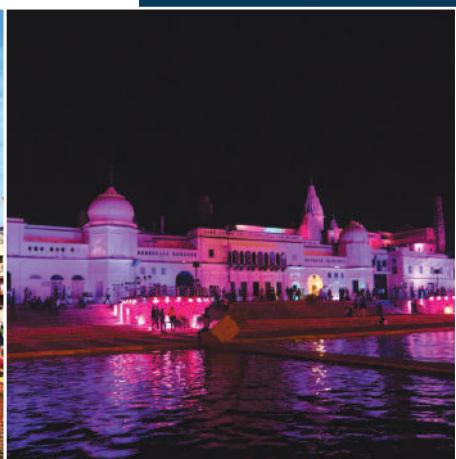
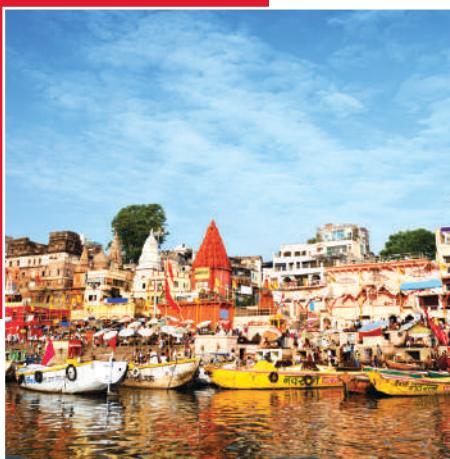




Tourism Policy 2022

Uttar Pradesh

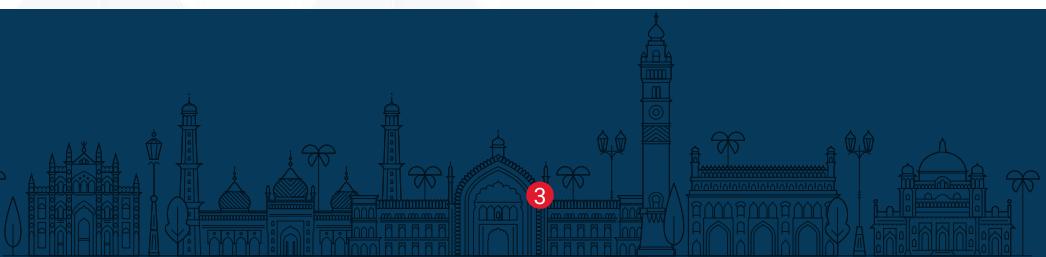
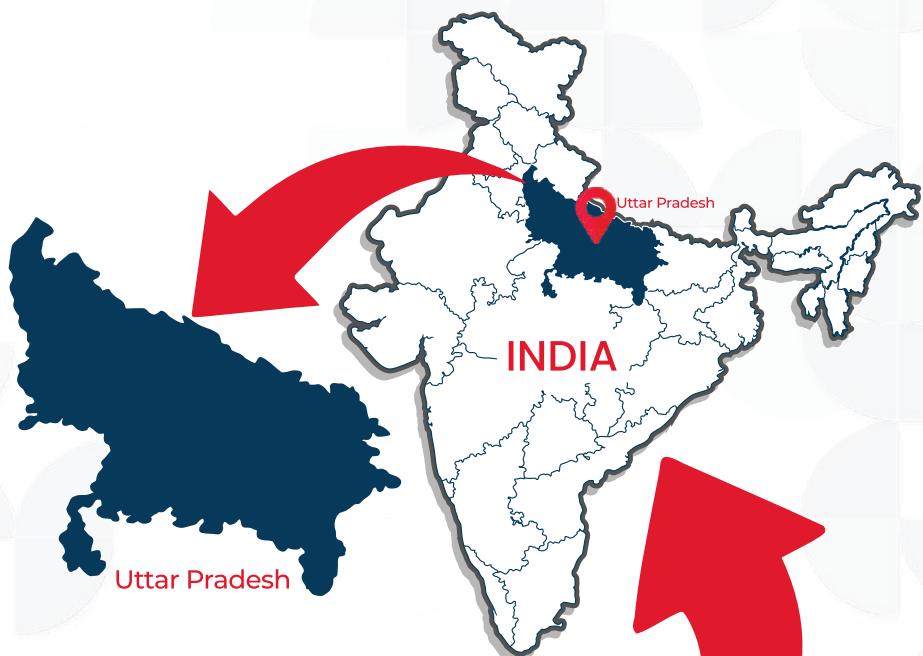


Uttar Pradesh

Land of Diversity & Immense Tourism Opportunities

- ❖ Uttar Pradesh is the 4th largest state in India with a land area of 2.4 lakh sq.kms. There are 75 districts, 689 towns and 18 divisions in the State.
- ❖ The State shares inland borders with 7 States and 1 international border with Nepal.
- ❖ India's 3rd largest economy growing at 7% annually and contributes more than 8% of India's GDP. The state has India's largest consumer base with population size of nearly 24 crore. UP has a major advantage of demographic dividend (56% of its population size under working age group), which will be a key driver for future growth.
- ❖ It holds the 2nd rank in Ease of Doing Business under the Business Reforms Action Plan. This remarkable jump of 10 positions in ease of doing business rankings over the last 3 years clearly explains the tremendous efforts put in by the Govt of UP to readily transform the investment climate in the State.
- ❖ In 2021, domestic tourist arrivals in the State stood at approx. 86.12 million, second highest in the country, while foreign tourist arrivals crossed 0.9 million, third highest in the country.
- ❖ The State has three UNESCO world heritage monuments namely Taj Mahal (one of the Seven Wonders of the World), Fatehpur Sikri and Agra Fort .
- ❖ One amongst the lesser-known geological treasures is the Salkhan Fossil Park or Sonbhadra Fossil Park. This park has fossils which are estimated to be over 1.4 billion years old.
- ❖ Two major rivers of the country, the Ganges and its tributary Yamuna, meet at the Triveni Sangam in Prayagraj, a Hindu pilgrimage site in Uttar Pradesh. Kumbh Mela, considered to be the world's largest congregation of religious pilgrims (over 120 million people) is also held at the banks of the Sangam.

- ❖ Internationally acclaimed as the land of Lord Rama, Lord Krishna and Buddha, Uttar Pradesh possesses over 5000 religious, heritage and cultural sites of international importance such as Ayodhya, Varanasi, Sarnath, Kushinagar, Mathura, Vrindavan, Jhansi, Kalinjar apart from several other Buddhist, Jain and Sufi Sites.
- ❖ Uttar Pradesh is home to major Buddhist tourism destinations in the world. The important places included in the Buddhist circuit tour in the state are Kapilavastu where Gautam Buddha spent his twenty-nine years of life; Kaushambi where he visited after his enlightenment; Kushinagar where one Buddha attained Mahaparinirvana; Sarnath where Gautam Buddha delivered his first sermon; and Sravasti where it believed that he spent 24 years.
- ❖ Uttar Pradesh possesses 16,620 sq km of natural forest area. It includes major eco-tourism destinations such as 1 National Park, 11 Wildlife Sanctuaries, 24 Bird Sanctuaries, 18 Ramsar sites and over 100 dams and water reservoirs.
- ❖ There is a huge potential for rural and agro tourism. Tourism products based on agro, and experiential tourism are being developed in over one lakh villages in Uttar Pradesh that are famous for cultivating mangoes, dragon fruit, strawberries, and a huge sugarcane belt. The Allahabad Surkha Guava, Mango Malihabadi Dusseheri, Kalanamak Rice, Basmati Rice, Rataul Mango and Mahoba Desawari Pan have registered GI tags.
- ❖ Uttar Pradesh's unique topography is conducive to the development of Adventure Tourism, especially in areas like Bundelkhand, Sonbhadra, Chitrakoot and Ramgarh Tal.
- ❖ Dating back to the prehistoric era, the artistic creations of are a part of the history and culture of Uttar Pradesh. The plethora of art, crafts, carvings, sculptures, performances, traditions, and many masterpieces handcrafted by the skilled artisans of the trade add to the fascinating range of arts and crafts. These also include prehistoric rock paintings found in the Bundelkhand region of Uttar Pradesh highlighting a rich cultural tourism basket.
- ❖ Efforts in popularising new thematic tourism products such as YUVA (Youth) tourism, eco-tourism, adventure tourism and rural tourism as niche tourism products to build interest in new age tourists and travellers





Period of Operation and Coverage of Policy

This policy comes into effect from 23 Nov 2022 to 22 Nov 2027 or until substituted

Special Provisions

Tourism units built/ under construction/ semi-constructed/ non-operational after 1st February 2018 but registered under the Tourism Policy 2018.

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.

All classified buildings constructed before 1st February 2016 converted into tourism units through adaptive reuse as approved by a Departmental Screening Committee.

All buildings that would be provided the status of heritage building during the operative period of this policy as approved by the committee.

All categories of tourism units registered under Tourism Policy 2022.

Categories of Tourism units

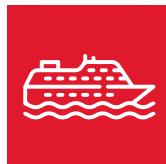
Eligible Categories

- ❖ Hotels
- ❖ Eco-Tourism Stays
- ❖ Eco-Tourism Projects
- ❖ Resorts
- ❖ Caravan parks
- ❖ Theme Park/ Amusement Park
- ❖ Mega Projects
- ❖ Fixed Tented Accommodation
- ❖ Convention Centre (MICE)
- ❖ Yoga Centres
- ❖ Camping/ Perennial Accommodation
- ❖ Tour and Travel Operators
- ❖ Public Museums and Galleries
- ❖ Revolving Restaurants / Fly dining restaurants
- ❖ Heritage Hotels
- ❖ Heritage Homestays
- ❖ Wayside Amenities
- ❖ Adventure Tourism Projects
- ❖ Farm Stays and Agri-Tourism Projects
- ❖ Innovative and Alternative Accommodation
- ❖ Budget Hotels
- ❖ River Cruises
- ❖ Wellness Centres
- ❖ Dhabas
- ❖ Rural Homestay
- ❖ Caravans
- ❖ Golf Course
- ❖ Sound and light show/ Laser shows
- ❖ Pilgrimage Dormitories
- ❖ Tourist Village/ Rural and Cultural village
- ❖ Flotels/Floating Restaurants
- ❖ Tourism and Hospitality Training Institutes
- ❖ Cultural Centres/Crafts Markets/Culinary Fests and other cultural projects

Thematic Tourism Sectors in Uttar Pradesh



Heritage, Art and
Culture Tourism



Water based
activities



YUVA Tourism



Spiritual and
Religious Tourism



Wellness and
Medical Tourism



Cuisine Tourism



Nature and
Wildlife Tourism



Adventure
Tourism



Wedding Tourism



Meeting, Incentives,
Conferences and
Exhibitions (MICE)



Rural/Village/Tribal/
Agri-based Tourism



Film Tourism



Mega Circuits under State Tourism Policy 2022



Ramayana Circuit

Ayodhya, Chitrakoot, Shringverpur, Bijethua Mahaviran, Bithoor (Kanpur), Others.



Swantantrata Sangram Circuit

Meerut, Shahjahanpur, Kakori, Bawan Imli (Fatehpur), Chauri-Chaura (Gorakhpur), Mahua Dabur (Basti), Others.



Bundelkhand Circuit

Charkhari (Mahoba), Chitrakoot, Kalinjar, Jhansi, Deogarh, Lalitpur, Banda, Hamirpur, Jalaun, Others.



Buddhist Circuit

Kapilavastu, Sarnath, Kushinagar, Kaushambi, Shravasti, Sankisa, Atranji Khera (Etah), Devdeh (Maharajganj).



Krishna/Braj Circuit

Baldev Mandir, Vrindavan, Goverdhan, Gokul, Barsana, Nandgaon, Mahaban, Others nominated by UPBTVP.



Sufi Kabir Circuit

Jayas (Amethi), Maghar (Sant Kabir Nagar), Salim Chishti Dargah (Fatehpur Sikri), Dewa Sharif (Barabanki), Dargah Marehra Sharif (Etah), Dargah Sufi Shah Sharif (Firozabad), Dargah Shafi Shah Sharif (Firozabad), Lahartara Ashram Kabir Janam Sthal, Khanqah-e-Niyazia (Bareilly), Kichhauchha Sharif (Ambedkarnagar).



Mahabharata Circuit

Hastinapur, Kampil (Farukkhabad), Ahichchhatra, Barnava (Baghpat), Mathura, Kaushambi, Gonda, Lakshagraha Handia (Prayagraj), Keechakvadhi Sthal (Hamirpur), Vidhur Kuti (Bijnor), Others.

Jain Circuit



Deogarh, Hastinapur, Vahelna, Baghpat, Bateshwar, Kampilya (Farrukhabad), Parshwanath, Shreyansanatha, Suparshvanatha, Chandraprabhu, Chandravar Jain Mandir, Bahubali Jain Mandir, Mangalayatan Jain Mandir, Ahikshetra Parshwanath Digambar Jain Mandir, Others.

Shakti Peeth Circuit



Vindhavasini Devi (Vindhyaachal), Jwala Devi (Sonbhadrā), Sita Samahit Sthal (Bhadohi), Lalita Devi (Prayagraj), Alopī Devi (Prayagraj), Kadavasini (Kaushambi), Shivani Devi (Chitrakoot), Gayatri Shaktyipeeth (Sumerpur), Pateshwari Devi Devipatan (Balrampur), Lalita Devi (Naimisharanya), Shakumbhari Devi (Saharanpur), Katyayini Devi (Mathura), Sheetala Chaukia Dham (Jaunpur), Vishalakshi Devi (Varanasi), Belha Devi (Hamirpur), Bairagarh Mata, Konch (Jalaun), Chandika Devi, Buxar (Unnao), Kushmanda Devi, Ghatampur (Kanpur Dehat), Devkali Mandir (Auraiya), Maa Tarkulha Devi Dham (Gorakhpur), Maa Sheetla Mata Sthal (Mau), Others.

Craft Circuit



Marble Inlay and Zardozi (Agra), Glass Craft (Firozabad), Glass beads Craft, Purdil Nagar (Hathras), Tarkashi Craft (Mainpuri), Brass Craft (Moradabad), Brass Craft and Tala (Aligarh), Wooden Craft (Saharanpur), Muda Craft (Hapur), Hathkargha Pilkhwa (Hapur), Banarasi Saree (Varanasi), Gulabi Meenakari (Varanasi), Wooden Toys (Varanasi), Stone Carving (Varanasi), Zari work (Jaunpur), Brass Utensils (Mirzapur), Pottery Udyog (Chunar), Brass Craft, Jakhora (Lalitpur), Brass Craft, Amra (Jhansi), Silverfish Craft, Maudaha (Hamirpur), Shazar Stone Craft (Banda), Paper Craft, Kalpi (Jalaun), Glazed Pottery (Rampur), Carpet Craft (Amroha), Khurja Pottery (Bulandshahr), Carpet Craft (Sambhal), Terracotta (Gorakhpur), Others.

Craft of Uttar Pradesh



Wildlife & Eco Tourism Circuit



Dudhwa National Park, Pilibhit Tiger Reserve, Bakihra Sanctuary, Chandra Prabha wildlife Sanctuary, Hastinapur wildlife Sanctuary, Kaimoor Sanctuary, Katarniaghāt Wildlife Sanctuary, Kishanpur Wildlife Sanctuary, Lakh Bahosi Sanctuary, Mahavir Swami Sanctuary, Nawabganj Bird Sanctuary, Parvati Bird Sanctuary, Patna Bird Sanctuary, Ranipur Sanctuary, Shekha Jheel Aligarh, Sur Sarovar Pakshi Vihār, Amangarh Tiger Reserve, Lion Safari Park, Etawah, Others as nominated by ETDB.

Aadhyatmik Ciruit



Gorakhpur, Balrampur, Ghazipur, Goraya (Mathura), Sant Ravidas Sthal, Mauni Baba, Chochakpur, Pavhari Baba Ashram, Kinaraam Ashram, Triveni Sangam, Bhardwaj Ashram, Ghuisarnath Dhaam, Bhrigu Rishi Ashram, Vyaaspeeth Kalpi, Gola Gokarn Nath, Maa Parmeshwari Devi, Bhrigu Ashram Baleshwar, Dugdheshwar Shiv Sthal, Makhauda Dhaam, Shiv Mandir Shrankhla, Others.



Incentives, Subsidies and Concessions

1

Capital Investment Subsidy

| Eligible Capital Investment (ECI) | Subsidy percentage | Ceiling subsidy |
|-----------------------------------|--------------------|-----------------|
| 10 lakhs - Upto 10 crore | 25% | 2 Cr |
| Upto 50 crore | 20% | 7.5 Cr |
| Upto 200 crore | 15% | 20 Cr |
| Upto 500 crore | 10% | 25 Cr |
| More than 500 crore | 10% | 40 Cr |

❖ Capital and interest subsidy shall be provided only to the tourism units that are located within 20 km of the sites identified in tourism circuits and at unserved destinations as notified by the Department.

❖ Additional 5% subsidy to women/SC/ST owned Enterprises.

❖ Additional 5% subsidy for new tourism units in unserved and Focus Tourism Destinations (as notified by the Department).

❖ Sum of all incentives capped at 30%.

❖ Land Purchased included in ECI.

❖ PPP projects can also avail incentives.

2

Interest subsidy

- ❖ 5% for a period of 5 years on a bank loan upto INR 5 crore.
- ❖ Unit can apply for either capital or interest subsidy.

3

Stamp duty

- ❖ 100% exemption of stamp duty for the first transaction only.



4

Land Conversion and Development charges

- ❖ 100% waiver on all tourism units

5

Employment Generation subsidy

- ❖ 100% reimbursement of EPF expenditure for a period of 5 years.

6

Specially-abled friendly units

- ❖ Payroll assistance of INR 1500 per month per worker.

7

Revival of scarce art and culture

- ❖ INR 5 lakh granted to an individual or group involved in art revival.

8

ICT Enablement

- ❖ One time assistance of 25% of the cost of procuring equipment.
- ❖ 25% subsidy to promotional content using technology, AI and metaverse.
- ❖ Financial assistance for introduction of ICT in tourism.

9

Skill Development

- ❖ 100% reimbursement of hospitality related course fees, per person.

10

Infrastructure Development

- ❖ 10% capital subsidy on ECI for procurement of e-vehicles.
- ❖ 20% reimbursement of road tax for 2 years on purchase of tour buses.

11

Support to Responsible Tourism

- ❖ 75% reimbursement of the cost of carrying out an energy audit.
- ❖ 20% reimbursement of capital cost of setting up a sewerage plant.
- ❖ 50% reimbursement of green certification fee.
- ❖ 100% reimbursement on achieving Responsible Tourism Society of India certifications.

12

Innovation

- ❖ One-time incentive for innovative projects on approval by Directorate of Tourism Committee.

13

Assistance for research in travel/hospitality sector

- ❖ Financial assistance to 5 projects to recognized travel associations, management institutes and hospitality bodies.

14

Marketing and Promotion

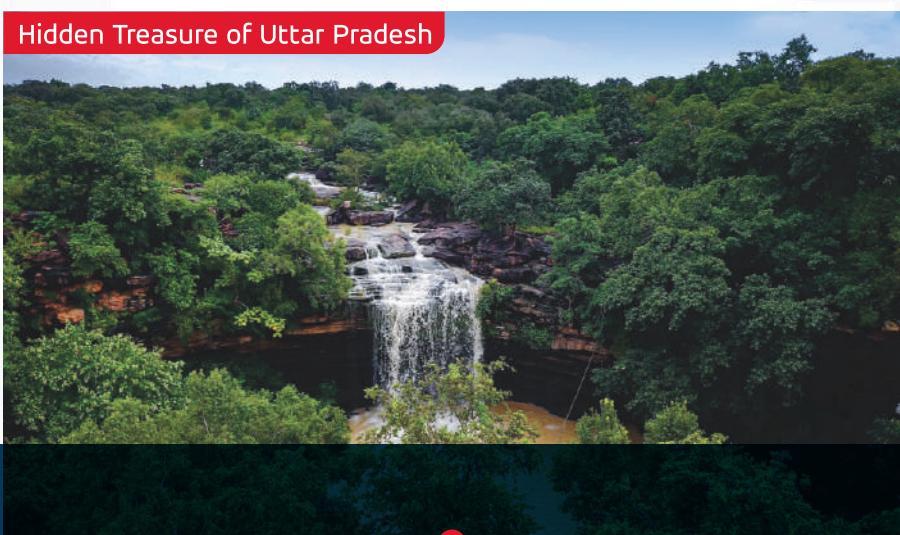
- ❖ 50% of the space rent – INR 30,000 per national event and INR 1 lakh per international event.

15

MICE activities

- ❖ 50% reimbursement on cost of international conferences in accordance with the standards.

Hidden Treasure of Uttar Pradesh



Film Tourism, Uttar Pradesh



16

Film Tourism

- ❖ Additional 2% subsidy on total project cost of footage in Focus Tourism Destinations.

17

Assistance for YUVA tourism

- ❖ One-time grant of INR 10000 provided to youth clubs within government educational institutes.

18

State Tourism Awards

- ❖ Upto INR 1 lakh prize money to various categories.

Special Incentives for Heritage Hotels

- ❖ 25% subsidy on capital cost without disturbing the architecture of the building.
- ❖ Self-expenditure and loan considered as Eligible Capital Investment.
- ❖ 5% subsidy for a period of 5 years on a bank loan upto INR 5 crore.
- ❖ 100% exemption on stamp duty and land use conversion.
- ❖ 50% reimbursement on Excise license fees of first year.
- ❖ Offer signages along key routes and publicity and broadcasting.
- ❖ Avail both capital subsidy and interest subsidy.



Allotment of Government Land for Tourism Units

| SL. | 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 |
| 4. | Other Tourism units | - | As per requirement/ availability |

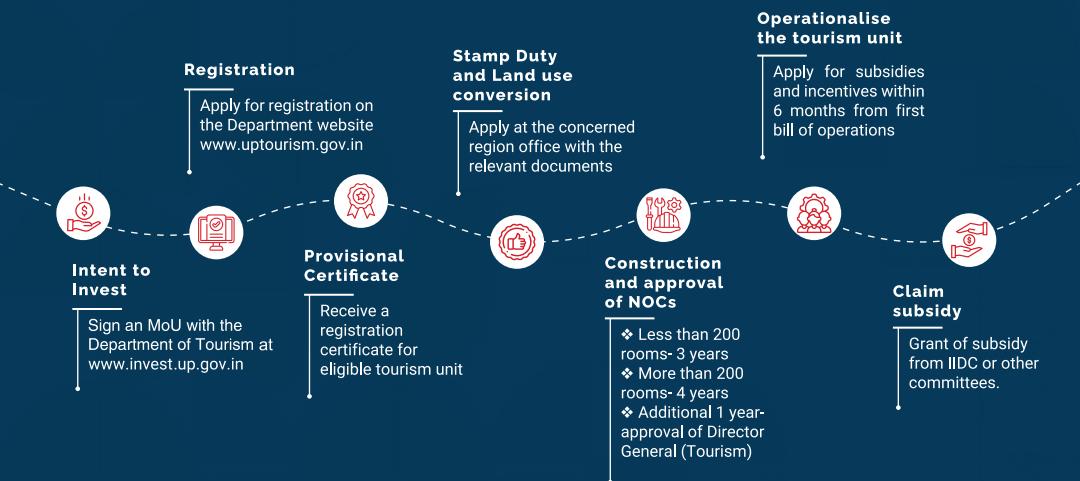
- ❖ The allotment of such land shall be made on the prevailing DLC (District Level Committee) rate of the local area.
- ❖ Land made available under this policy cannot be used for any other purpose for atleast 30 years.

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Culture of Varanasi



Timeline: From Registration to Availing of Incentives





Get in touch now

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