



DESTINATION UTTAR PRADESH

Invest in BIDA

UTTAR PRADESH
STATE TOURISM POLICY 2022

State Tourism Policy 2022

For Directorate of Tourism,
Government of Uttar Pradesh
2022

Uttar Pradesh

U.P. Nahī Dekha To
India Nahī Dekha
UTTAR PRADESH TOURISM

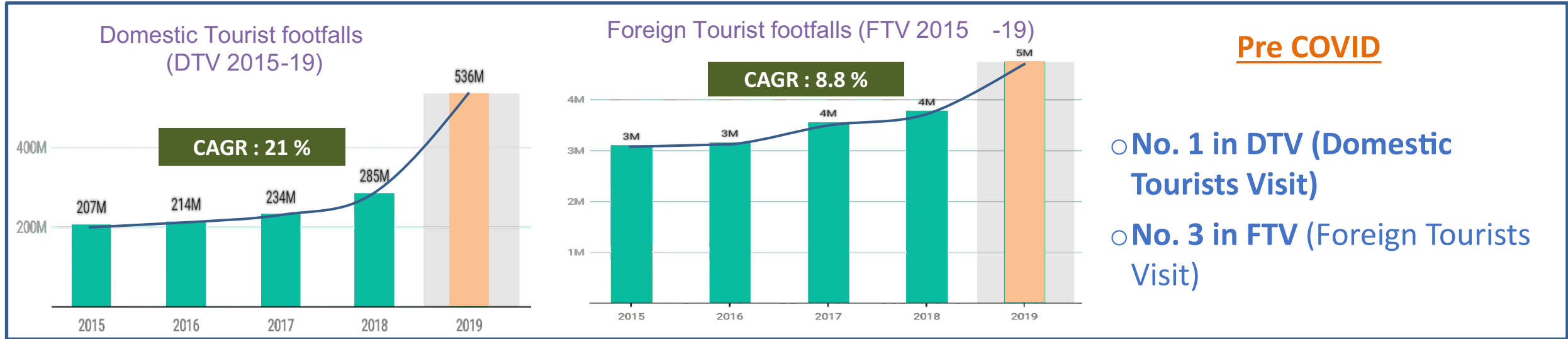


Uttar Pradesh – Land of Diversity & Immense Tourism Opportunities

- Uttar Pradesh possesses 16,620 sq km of natural forest area, accounting for approximately **12.4% of the total land area of the state**
- State has **three UNESCO world heritage monuments** namely Taj Mahal, Fatehpur Sikri and Agra Fort
- Number of religious, heritage and cultural sites of international importance such as **Ayodhya, Varanasi, Sarnath, Kushinagar, Mathura, Vrindavan, Jhansi, Kalinjar** apart from several other **Buddhist and Sufi Sites**
- 1 National Park, 11 Wildlife Sanctuaries and 24 Bird Sanctuaries
Known as city of temples, it boasts of over 5,000 temples
- State has 18 Ramsar sites
- 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.

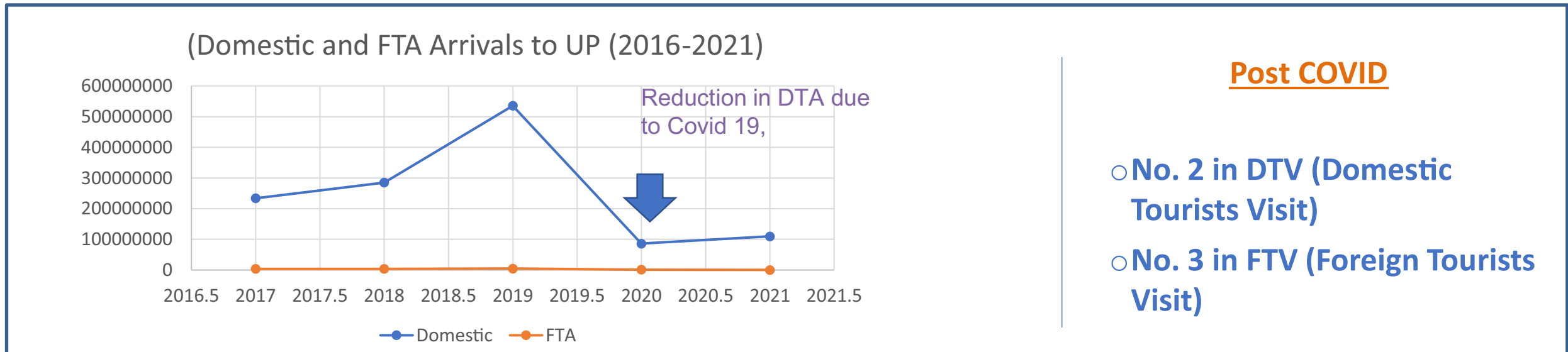


UP Tourism – A story of continuous growth



Pre COVID

- **No. 1 in DTV (Domestic Tourists Visit)**
- **No. 3 in FTV (Foreign Tourists Visit)**



Post COVID

- **No. 2 in DTV (Domestic Tourists Visit)**
- **No. 3 in FTV (Foreign Tourists Visit)**

Period of Operation and Coverage of Policy

This policy comes into effect from 2022 and shall remain in force for a period of 5 years or until substituted.

1

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

2

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

3

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

4

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

5

All categories of tourism units registered under Tourism Policy 2022.

Categories of Tourism units

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



Adventure Tourism



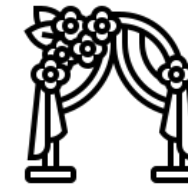
Cuisine Tourism



Nature and Wildlife Tourism



Wellness and Medical Tourism



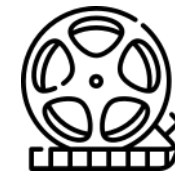
Wedding Tourism



Meeting, Incentives, Conferences and Exhibitions (MICE)



Rural/ Village/ Tribal/ Agri-based Tourism



Film Tourism

Mega Circuits under State Tourism Policy 2022

Incentives provided within 20 kms of the sites in the circuits and at unserved destinations as notified by the Department

Ramayana circuit

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

Bundelkhand Circuit

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

Krishna/ Braj Circuit

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

Buddhist Circuit

Kapilvastu, Sarnath , Kushinagar , Kaushambi , Shravasti , Sankisa , Atranji Khera (Etah), Devdeh (Maharajanj)

Swantantrata Sangram Circuit

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

Sufi Kabir Circuit

Jayas (Amethi) , Maghar (SantKabir 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 Sthali , Khanqah -e-Niyazia (Bareilly), Kichhauchha Sharif (Ambedkarnagar)

Mahabharata Circuit

Hastinapur, Kampil (Farukhabad) , Ahichchhatra , Barnava (Baghpat) , Mathura, Kaushambi , Gonda , Lakshagraha Handia (Prayagraj) , Keechakvadh Sthal (Hamirpur), VidhurKuti (Bijnor), Others

Jain Circuit

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

Aadhyatmik Circuit

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

Shakti Peeth Circuit

Vindhyavasini Devi (Vindhyachal) , Jwala Devi (Sonbhadra) , Sita Samahit Sthal (Bhadohi) , Lalita Devi (Prayagraj) , Alopi Devi (Prayagraj) , Kadavasini (Kaushambi) , Shivani Devi (Chitrakoot) , Gayatri Shakyipeeth (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

Wildlife & Eco Tourism Circuit

Dudhwa National Park, Pilibhit Tiger Reserve, Bakihra Sanctuary, Chandra Prabha wildlife Sanctuary, Hastinapur wildlife Sanctuary, Kaimoor Sanctuary, Katarniaghat 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 Vihaar, Amangarh Tiger Reserve, Lion Safari Park, Etawah , Others as nominated by ETDB

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 Pilkhuwa (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

Incentives, Subsidies and Concessions

1

Special incentives for Heritage Hotels

- 25% subsidy on capital cost without disturbing the architecture
- 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

2

Capital Investment Subsidy

| Eligible Capital Investment (ECI) | Subsidy percentage | Ceiling subsidy |
|-----------------------------------|--------------------|-----------------|
| 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 |

- Additional 5% subsidy for unserved destinations in Tier 2 or lower cities, women entrepreneurs and SC/ST/Backward classes, 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

3

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

4

Industry status to hotels and resorts

- Electricity, urban development tax/ water tax at industry rates
- Construction permitted in notified industrial areas

5

Stamp duty

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

6

Land Conversion and Development charges

- 100% waiver on all new tourism units

7

Employment Generation subsidy

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

8

Specially-abled friendly units

- Payroll assistance of INR 1500 per month per worker

9

Revival of scarce art and culture

- INR 5 lakh granted to an individual or group involved

Incentives, Subsidies and Concessions

10

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

11

Skill Development

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

12

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

13

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

14

Innovation

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

15

Assistance for research in travel/hospitality sector

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

16

Marketing and Promotion

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

17

MICE activities

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

18

Film Tourism

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

19

Assistance for YUVA tourism

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

20

State Tourism Awards

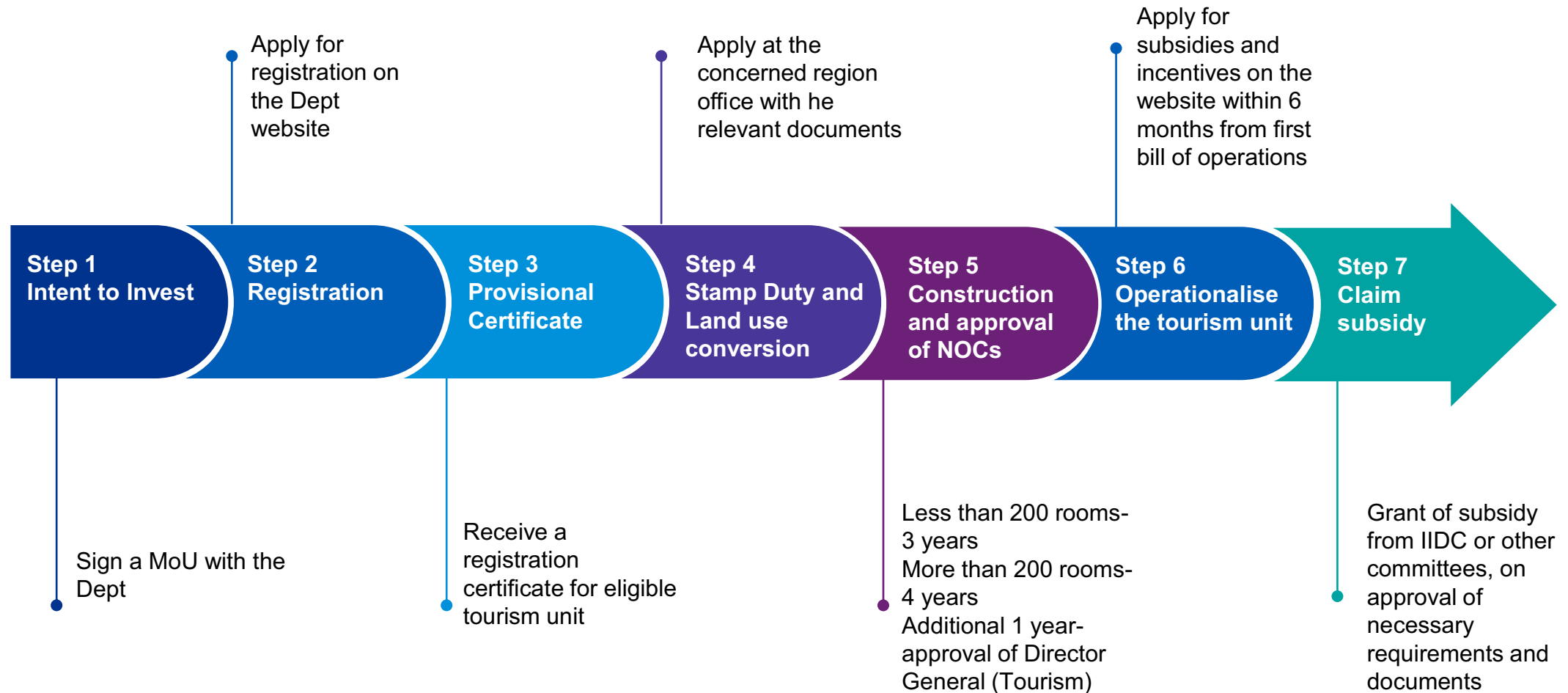
- Upto INR 1 lakh prize money to various tourism units

Allotment of Government Land for Tourism Units

| 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
- Land made available under this policy cannot be used for any other purpose for atleast 30 years

Timeline: From Registration to Availing of Incentives



DISCLAIMER

This 'State Tourism Policy 2022' document has been translated from original Hindi purely to facilitate non-Hindi users and for wider reach.

Although utmost care has been taken to ensure the accuracy of translation, yet in case of any differences in interpretation of provisions provide herein, the 'Original' gazetted Hindi version will prevail.