

**Tourism
Policy
2022-2032
Government
of Uttar
Pradesh**

Table of Contents

Introduction	4
Tourism Roadmap 2033	5
Definitions	7
1. Focus Tourist Destinations (FTDs)	12
2. Thematic Sectors	13
2.1 Heritage, Art & Culture	13
2.2 Spiritual/ Religious Tourism	14
2.3 Eco, Nature & Wildlife	15
2.4 Wellness	15
2.5 Meeting, Incentive, Conferences & Exhibitions (MICE)	16
2.6 Adventure	17
2.7 Water based	18
2.8 Rural/ Village based Tourism	19
2.9 Cuisine Tourism	20
2.10 Wedding Destination Tourism	20
3. Mega Circuits and enhancement of present offerings	20
4. Categories under Tourism Policy	22
a. Caravan based tourism.....	22
b. Rural homestays.....	23
c. Tented Accommodation	23
d. Sound and Light Show (Son et Lumiere SEL)	24
e. Camping/ Temporary Tents.....	25
f. Eco- Tourism Resorts	25
g. Dharamshalas.....	25
h. Hotels and Budget Hotels	25
i. Wellness centres.....	25
j. Yoga Centre.....	25
k. Convention centres	25
l. Theme parks.....	25
m. Dhabas and Wayside Amenities	25
n. Mega projects	25
o. Heritage Homestays	25
5. Heritage Properties/Hotels	25

6. Incentives, Subsidies and Concessions	26
7. Government Facilitation	34
a. Responsible Tourism	34
b. Skill Development	35
c. Differentiation through Geographical Indications of Goods (GI tags)	36
d. Youth (YUVA) tourism.....	37
e. State Tourism Awards.....	38
f. Driving investment in UP Tourism	38
g. Allotment of Government Land for Tourism Units.....	40
h. Timeline for approval for Conversion of land and Approval of Building Plans	41
8. Institutional Mechanism	42
a. State Level Committee (SLC) for sanctioning of incentives/ subsidies/ concessions	42
b. Directorate of Tourism Committee.....	42
c. Policy Implementation Unit.....	42
d. District Tourism Promotion Council	42
9. Marketing and Promotion	44
10. Digital Initiatives	46
11. Forms/ Incentive guidelines (Work in progress).....	48

DRAFT

Introduction

Uttar Pradesh is already an internationally known and popular tourism destination which receives the greatest number of FTAs (Foreign Tourist Arrivals) 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 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 2023. 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 organisation 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.

This policy will remain in force for ten (10) years, from the date of its issuance. Tourism units already registered but pending land conversion/ approval of building plan/ regularisation before the competent Authority will not be required to apply afresh. Units registered /started / established/ expanded during the 2016 policy period will also qualify for subsidy /benefits/ exemption/waiver/ concession under the provision of this policy.

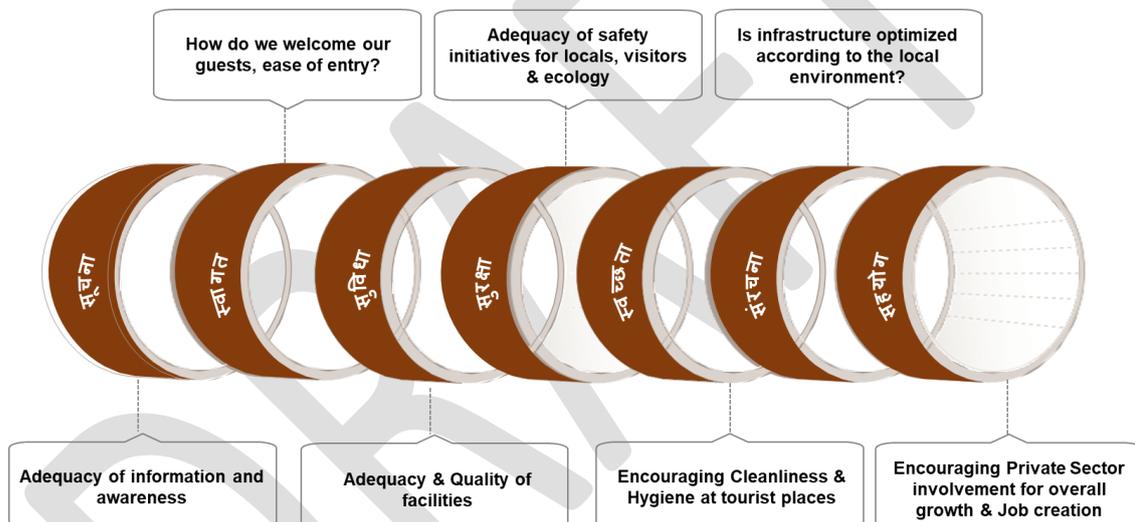
Tourism Roadmap 2033

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

Definitions

1. Adventure Tourism Projects

Adventure Sports should have the requisite infrastructure, equipment and trained staff, along with appropriate safety-and-rescue set-up, that will provide tourists with an opportunity to undertake permissible adventure and such other activities like mountaineering, river rafting, etc. All requisite permissions from various competent authorities as also a comprehensive insurance cover will have to be obtained beforehand.

2. Budget Hotel

Budget hotel facility or a motel having accommodation of minimum 20 lettable rooms and minimum investment of INR 2 crore up to a maximum investment of INR 10 crore, which provides basic amenities at an affordable rate.

3. Caravan

Specialised vehicles viz. Recreational Vehicle (RV), Campervans, Motor Homes etc. used for the purpose of travel, leisure and accommodation.

4. 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, A properly equipped first aid kit , The supervisory staff and other workers should be trained in disaster management, Repairing or service workshop/ facility

5. Commercial Operations Date

Date on which the Tourism Unit is open to tourists on a commercial basis, after due testing, trial running and commissioning under the relevant government rules.

6. Convention Centre

A covered pillar-less, air conditioned hall, having minimum carpet area of 5000 Sq. Ft. space, that provides place for meetings, conventions/conferences and exhibitions, and can accommodate at least 500 persons at one point of time. Convention Hall should

have audio-visual conferencing and high-fidelity recording equipment, etc. and skilled manpower to operate and manage the facilities

7. Dharamshala/ Ashram

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. An authentic ashram is a sacred place where the atmosphere is charged with transformative energy, built up over time through the presence of an enlightened teacher and/or a long period of continuous spiritual practice.

8. Eligible Tourism Unit

A New Tourism Unit during the operative period of this policy or Existing Tourism Unit registered under the Tourism Policy 2018 would be considered as Eligible Tourism Units.

9. Existing Tourism Unit undergoing expansion

Existing Tourism Unit taking up expansion of more than fifty percent of its existing capacities (Built up area and investment). Only one expansion project (Commencing commercial operations within the policy period) of an existing tourism unit will be eligible for assistance during the operative period of the policy.

10. Fixed or Eligible Capital Investment

Includes expenditure components as per the guidelines of Ministry of Tourism, Government of India, for the relevant Tourism Unit. The following investment heads with respect of the unit shall be ineligible for incentives/subsidy/concession.

- i. Working Capital
- ii. Pre-operative expenses and preliminary expenses
- iii. Second-hand plant and machinery purchased or shifted from within or outside India
- iv. Interest capitalized
- v. Consumable stores/ inventories for maintenance or repairs
- vi. Investment on land required for setting up the unit, inclusive of the cost of the land
- vii. Vehicles, furniture and fixtures, cutlery, crockery, and utensils and
- viii. Any construction which is real estate transactions, e.g., shops, flats, offices, etc. meant for sale/lease/ rent.

11. Heritage Hotel

A Heritage Hotel means a hotel run in a fort, a fortress, a palace, a haveli, a castle, hunting lodge or residences with heritage features, built prior to 1 January 1950 and approved by the Government of Uttar Pradesh, as per guidelines issued Ministry of Tourism, Government of India.

12. Hotel

Hotel facility, including accommodation of minimum 50 lettable rooms. In case the land area is 2 acre or more, the minimum number of rooms may be 30. Star category of hotel would be determined as per guidelines issued by Ministry of Tourism, Government of India.

13. Perennial/Temporary Camps and Tented Accomodation

A tourist accommodation facility designed to have minimal impact on the environment, usually made from sustainable and/or recyclable building materials or outdoor tent

14. Responsible Tourism

According to the 2002 Cape Town Declaration, Responsible Tourism is characterised by minimal impacts, generation of economic benefits, involvement of local people in decision making, conservation of natural and cultural heritage, provision of meaningful connections between tourists and local people, and creation of accessibility and cultural sensitivity.

15. River Cruise Tourism Unit

Any Boat/Yacht with a minimum seating capacity for 4 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.

16. 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.

17. Tented Accommodation

Tent facilities should have clear ground admeasuring at least 1000 Sq. Mt. It should have tented accommodation capacity for at least 20 persons. There should be a minimum of 10 tents. The gross carpet area of tents should admeasure at least 200 Sq. Mt. 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 friendly structures admeasuring at least 200 Sq. Mt. for such purposes as food, recreation, relaxation and lockers. It should have adequate electricity, water supply, sewerage disposal and drainage facility. The tented accommodation should be permanent in nature.

18. Theme Park

Should be based on a single or series of themes having a plot measuring at least 10,000 Sq. Mt. (Approximately 2.5 Acres), with a minimum investment of INR 2 Crore pertaining to the cost of equipment alone. It may have amusement rides, water slides, accommodation (At least 10 lettable rooms), restaurant, theatre, shopping area, activity area and theme areas. It is, however, not mandatory to have all these features. It could also be an outdoor recreation park that offers recreation and/or relaxation and includes amusement activities.

19. Tourism Unit

Legal entity constituted under the relevant law, engaged or to be in providing any service related to travel and tourism. Following units would be considered as Tourism Units.

- a. Hotel (including resort)
- b. Budget Hotel
- c. Heritage Hotel
- d. Tented Accommodation
- e. Tourism & Hospitality Training Institute
- f. Adventure Tourism Project
- g. Theme Park
- h. Convention Centre
- i. River Cruise Unit
- j. Wellness Tourism Unit
- k. Caravan Park and Caravan Unit
- l. Camping Unit

20. Tourist Village

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.

21. Tourism & Hospitality Training Institute

The Institute must be offering tourism/hospitality courses that are recognized/ certified by the regulatory authorities.

22. Tourism Service Provider

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), Ticketing Agents, Tourist Guide, etc.

23. Wayside Amenities

Wayside Amenity' is defined as a facility comprising resting areas, toilets, cafeteria, mini store/ pharmacy and an information/ souvenir booth; located on National, State and District Highways for the benefit of travellers/ tourists

24. Wellness Tourism Unit

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.

25. Yoga Gram/ Yoga Centre

Yoga Gram is theme-based village having a Naturopathy centre, providing physiological, psychological and spiritual health to people through integrated therapy of Ayurveda etc. & having a setup towards preserving and promoting traditional art and culture of the state.

Note:

- Hotels and other tourism units classified under the Ministry of Tourism, Government of India guidelines shall also be eligible for obtaining concessions and incentives under this policy.
- Other activities related to tourism, as notified by the Tourism Department of Central/State Government, from time to time, will also be eligible for obtaining concessions and incentives under this policy.

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 for travellers with a focus on the supply side of tourism towards providing a memorable experience, quality infrastructure and best in class services to attract repeat visitors/ tourists. The aim is 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 / incentives 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. With focused approach on quality upkeep of the tourism assets and improving visitor experience, the state shall look forward to increased tourism related economic activities and footfall.
- e. 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). 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.

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

Facilitation of the discerning tourist to explore the “Heartland of India” through streamlined and well-structured offerings across touchpoints in the visitor’s journey of the state’s cultural and heritage assets.

India is blessed with a rich history and a vibrant heritage further embodied as living museums through diverse art and culture often referred to as intangible artefacts inherited from past generations. 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, 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 to 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 for encouraging 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 which can be explored through 1 mega and 9 smaller circuits. 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 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. The Eco-Tourism Board will from time to time notify eco-tourism sites to promote.
- 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

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.

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. India's efforts in attracting big conventions need to be re-imagined, moving from the current model of

supporting individual operators to generate business to a more result-oriented framework.

- 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. A committee shall be set up to facilitate approvals for promoters establishing expo, convention centres, exhibition rooms, hotels etc. of international MICE standards.
- 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 exhibitions/ 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, Deogard 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 like Gomti River. The Department shall pay a subsidy to 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

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, low floor boats, etc in the states waterways through private sector collaborations in areas conducive for water-based tourism such as Varanasi 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. 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 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 must 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, e.g. Hastinapur 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 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 who are keen to try something new and share it with the world. In this way, it helps to boost community pride and is a great example of cultural tourism.

- 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

2.10 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.

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
2. Krishna / Braj Circuit

3. Buddhist Circuit
4. Mahabharata Circuit
5. Shakti Peeth Circuit
6. Adhyatmik Circuit
7. Sufi / Kabir Circuit
8. Jain Circuit
9. Bundelkhand Circuit
10. Wildlife & Eco Tourism circuit
11. Craft Circuit
12. Swatantrata Sangram Circuit

Among the 12 circuits, Bundelkhand will have large focus on Adventure 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.

- a. Preparation of an area based tourism master plan to assess the infrastructure gaps in the State will 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.
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.
- b. 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.
- c. 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.
- d. Tourism specific signage elaborating on the asset, things to do, specialities, etc. would be raised at all major and nearby tourism destinations
- e. 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. 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. The following strategic initiatives have been proposed in this context.

a. 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.

- a. Caravans shall be specially constructed vehicles for tourism (minimum wheelbase 3 m and length 5 m) used for group-oriented leisure purpose and having at least 2 bed capacity. Minimum requirements of caravans would be as prescribed by the Ministry of Tourism and technical specifications as approved by the competent authority. Liaising will be done for making provisions to get the vehicles approved by the Transport Department (RTO).
- b. 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.
- c. 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.
- d. 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.

b. Rural homestays

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. 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.
- d. Training and skill development programs in soft skills, tourism facilitation (guide), customer service and hospitality 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.

c. Tented 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 would 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. 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.
- b. 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.
- c. 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)

d. 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. It is suggested that entry to the show shall be free for a limited period, once the show has gained momentum an entry ticket shall be levied. This will not only boost the revenue but will also increase the footfall of the tourist.
- c. Department will onboard 360-degree marketing agency for promoting Sound and Light show at large.

- e. **Camping/ Temporary Tents**
- f. **Eco- Tourism Resorts**
- g. **Dharamshalas**
- h. **Hotels and Budget Hotels**
- i. **Wellness centres**
- j. **Yoga Centre**
- k. **Convention centres**
- l. **Theme parks**
- m. **Dhabas and Wayside Amenities**
- n. **Mega projects**
- o. **Heritage Homestays**

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).

Specific incentives

- a. Amount equal to the capital funding of 25% of the capital cost of the project cost or INR 1.5 Crore, whichever is less, will be given by the Government of Uttar Pradesh, under the capital investment subsidy for the construction/expansion of heritage hotels. 120% amount of the loan obtained by a promoter from a nationalized bank for any project of construction/ extension of heritage hotel, will be considered as the project cost.
- b. 25% of only that portion of this total project cost will be given by the state government as capital investment subsidy, expenditure of which is proposed to be under the capital head. The maximum limit of capital investment subsidy would be INR 1.5 Crore.
- 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. Energy Benefits: Heritage hotels can avail benefit under The Uttar Pradesh Solar Power Policy 2017.
- 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. Road Link Route: The state government would give preference to the arrangement of better and encroachment free link roads to the heritage hotels. It will also be ascertained that the roads built by the Public Works Department (PWD) would be for public traffic and proposed roads should not be personal property.
- 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.
- 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.

6. Incentives, Subsidies and Concessions

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

The following additional incentives/subsidies/concessions shall be extended to all starred Eligible Tourism Projects (hospitality industry projects that are 3 star and above) registered with the Uttar Pradesh Tourism Department.

1. Sanction of electricity load on priority.
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 construction to be permitted in the industrial areas as per the policy decided by relevant industrial authority.

1. Capital Investment Subsidy to Eligible Tourism Units

S. No.	Project Type	Minimum required project FCI (INR Crore)	Subsidy percentage against FCI	Ceiling subsidy (INR crore)	Other Conditions
1.	New Hotel	10-50	15%	10	-
		Above 50	15%	14	
2.	New Budget Hotel	1-10	15%	1	-
3.	Dharamshalas	0.5	20%	1	-
4.	Eco-Tourism Resorts	0.5	25%	10	Located within buffer zones of notified National Parks & sanctuaries.
5.	Tented accommodation	0.20	20%	0.75	
6.	New Wellness Centre	0.5	15%	10	I. Additional 5% subsidy if the location is in 30 km radius of a notified National Park/ Wildlife sanctuary
7.	Yoga Centre	0.1-0.25	25%	0.05	-
8.	New Convention/ Exposition Centre	Up to 50	15%	10	-
		Above 50	15%	15	

S. No.	Project Type	Minimum required project FCI (INR Crore)	Subsidy percentage against FCI	Ceiling subsidy (INR crore)	Other Conditions
9.	Adventure Tourism project/	Above 0.50	20%	0.10	Creation of infrastructure & installation of permanent facility/ acquisition of equipment.
10.	New Sound and light/ Laser show	0.3-0.5	25%	0.15	Investment in the equipment cost only
11.	New Theme Park	2	10%	1.5	Creation of infrastructure along with installation of equipment.
12.	River Cruise Tourism	0.50	20%	0.10	
13.	Caravan	0.50	30%	0.15	<ul style="list-style-type: none"> Caravan tourism units would be eligible for 50% reimbursement of capital cost up to a ceiling of INR 10 Lakhs spent for construction of caravan parks as per the defined standards. Caravan operators would be eligible for 20% capital subsidy for capital expenditure on caravans / campervans up to max INR 10 Lakh.
14.	New Sound and light/ Laser	0.3-0.5	25%	0.15	Investment in the equipment cost only

S. No.	Project Type	Minimum required project FCI (INR Crore)	Subsidy percentage against FCI	Ceiling subsidy (INR crore)	Other Conditions
	show				
15.	New Theme Park	2	10%	1.5	Creation of infrastructure along with installation of equipment.
16.	Rural Homestays	0.25	20%	0.1	<ul style="list-style-type: none"> A grant of INR 2 crore would be given per tourism village for developing homestays in a model tourism village on an annual basis. Interest subsidy for development of homestays in tier 2 or below cities/villages
17.	Heritage Homestays	0.25	20%	0.1	The property should be a heritage property i.e. built before 1950
18.	Dhabas	0.01	20%	0.02	<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

S. No.	Project Type	Minimum required project FCI (INR Crore)	Subsidy percentage against FCI	Ceiling subsidy (INR crore)	Other Conditions
19.	Capital Investment for Mega projects	Above 100	10%	25	-
20.	Wayside Amenities	0.10	20%	0.2	<ul style="list-style-type: none"> • Common public facilities (area 500 sq. m) to be established on national highways, state highways or district major roads or at some distance (within 100 meters) from these roads • Car/Tourist Coach/Bus Parking • Air condition food plaza/restaurant (minimum capacity of 25 persons) • Separate toilets for women, men and handicapped. • Children's Play Area/Lobby • First Aid Facility/Telecom Facility. • 24X7 water and electricity supply

(For Sr. nos. 1-4, additional 5% subsidy shall be provided for Tier 2 or lower cities / towns & villages and FTDs)

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. 100% of the eligible Capital Investment subsidy amount shall be granted post the successful start of commercial operations of the eligible tourism units.

2. Interest Subsidy to eligible Tourism Units in the Tourism Circuits

In case of bank loan amount lesser than INR 5 crore, 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

In case of bank loan amount greater than INR 5 crore, units may apply for interest subsidy at 5% of the loan amount with maximum amount of INR 35 lakh per annum for a maximum period of five years for eligible tourism units.

Tourism Units availing interest subsidy are not entitled to claim the Capital Investment Subsidy and vice versa.

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.

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). Infrastructure such as road, drainage / sewage, electricity and water supply shall be done by the developer; NOC shall be provided to avail waiver of conversion and development charges from concerned departments.

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.

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.

Specific Incentives

1. Incentives to support in reviving the 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 one individual/group reviving a particular Art, Culture or cuisine of the State.

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 50,000 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 Ecotourism Society of India/ equivalent or better rating agency, 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 e-vehicles and setting up of charging station for E-Vehicles, up to maximum of Rs 10 lakh would be given to eligible TSPs.
- b. The subsidy benefit from the department will be payable to the unit in 5 equal instalments against successful operations of 5 years

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

- a. The State Government shall duly facilitate and support international and national level conferences, exhibitions and other events in Uttar Pradesh for the promotion of usage of ICT in the tourism sector. Financial assistance for conducting such conferences/ events shall be provided to the maximum limit of INR 5 Lakh per event, as may be approved by the State Level Committee.
- b. Tourist Service Provider providing audio/video guide will be eligible for one-time assistance for up to the extent 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 would be provided to eligible tourism units 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 for the first time in the state; or
- b. Significant leveraging of information technology; or
- c. Technology products having negligible carbon footprint.
- d. Introduction of start-up ideas/proposals 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 only by 20 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 events for which this incentive will be provided.

- 1) 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 for every event.
- 2) 25% subsidy to a maximum of INR 15,000 to tour operators making promotional content. This incentive will be provided to two events in one financial year. In the case of rural/ village tourism it will be provided to three events in one Financial Year.

7. 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 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.

7. Government Facilitation

a. 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.
- f. 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.
- g. A Responsible Tourism Board would be set up to monitor responsible/ safe/ sustainable and related tourism initiatives while creating synergies between stakeholder departments. It would also supervise incentive disbursement.

b. 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. Partnerships shall be formed with interested groups like local authorities, universities and educational institutes, entrepreneurs and corporate CSR wings for investments and training and develop skill development process on international standards. Partnerships would be facilitated with empanelled NGOs for training and skilling local entrepreneurs and indigenous people to promote eco-tourism, rural tourism and other wellness tourism.
- e. 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.
- f. Reimbursement of 100% of hospitality related course fees, for up to INR 10,000 per person per course, with the course duration of fortnight.
- g. 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.

c. 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.

- 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

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.

- 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 would be formed for identification and nomination of GI tags. The Department will also collaborate with the State Level Board set up to promote GI products

d. 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. Youth wings like National Cadet Corps (NCC), National Service Scheme (NSS), Yuva Mangal Dal, Mahila Mangal Dal, etc would also be engaged to visit nearby tourism destinations
- b. 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.
- c. 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.

- d. 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.
- e. The department shall also publish a magazine and converge with relevant departments to distribute the magazines to young children at schools and colleges.

e. 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.

f. 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.

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.

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 self-certifications.

Investment facilitation

To address challenges being faced by the Investors at various stages of projects/ investments, the department shall set up a Policy Implementation Unit/ Investment Facilitation Centre which shall facilitate resolution of issues and handholding investors, carry out investment promotion activities such as conducting national and international roadshows, participate in national and investment summits/ fairs, execute MoUs with investors and provide implementation support. Information on areas open for investment, incentives, investment summits and fairs etc. shall be widely disseminated through the department websites. The Directorate of Tourism shall function as a nodal agency; it shall work in coordination with Udyog Bandhu for investment promotion in tourism.

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
- 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. Committee chaired by Principal Secretary, Tourism and Culture / Director General Tourism Government of Uttar Pradesh shall be constituted for effective functioning of the Single Window Clearance mechanism.

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.

g. 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, UITs, 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 and 1 to 3 Star Hotels	1200 sqm	Upto 5000 sqm
2	4 Star Hotels	6000 sqm	Upto 15000 sqm
3	5 Star and above Hotels	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 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

h. Timeline for approval for Conversion of land and Approval of Building Plans

- 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:
 - i. 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.
 - ii. 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.
 - iii. 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.
- 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:
 - i. A tourism unit having less than 200 rooms will be required to be completed within 3 years after conversion of land.
 - ii. A tourism unit having more than 200 rooms will be required to be completed within 4 years after conversion of land.
 - iii. 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.

8. Institutional Mechanism

a. State Level Committee (SLC) for sanctioning of incentives/ subsidies/ concessions

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, Tourism, or a nominated Special Secretary	Member Secretary

b. Directorate of Tourism Committee

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

- Approve subsidy upto 1 crore
- Approve any new projects/ startup ideas that have not been already mentioned in the policy and are unique in nature

c. Policy Implementation Unit

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 resolve any queries, overcome hurdles and expedite implementation on ground.

d. District Tourism Promotion Council

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

9. 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 Vision 2032. 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.

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

Annual Promotional Calendar

The state shall prepare 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

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 loaded 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.

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.

10. 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/ PMU shall be established under the Department of Tourism to drive collection of tourism statistics and market research activities of the Department. The division shall oversee the collection of tourism data to assess the quality of destinations and initiate corrective measures that will address issues and concerns of visitors. Informed decision making shall be a key outcome of this

- exercise through intelligent data usage by leveraging technology and ground level information to facilitate a system of data-based policy and decision making.
- b. 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.
 - c. 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
 - d. 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.
 - e. The Department shall seek to collaborate with industry players to identify and promote emerging technologies such as mobile apps, augmented reality, 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.
 - f. The Department shall revive low footfall destinations by digitising important tourism assets and sharing destination information about all lifestyle, cultural, religious, nature & wildlife and heritage elements through three-dimensional models and virtual tours
 - g. 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.
 - h. 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. COVID-19 has increased the importance of addressing overcrowding, particularly at the entry and exit points. Hence the focus would be on developing automated ticketing solutions which will also free up precious Human Resource for core functions.
 - i. 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.

- j. Mobile applications built on the theory of gamification which would help engage tourists at the destination without being as capital intensive as an experience centre, shall be developed.

11. Forms/ Incentive guidelines (Work in progress)

a. Pre-requisites for Grant of Incentives

- The eligible tourism units who wish to apply for incentives and concessions shall be required to register with the Department of Tourism and obtain a registration certificate from Director General, Tourism, in either of the following cases
 - Before the start of construction of the unit
 - Before the start of operations of the unit
 - Within 6 months of the start of operations
- Subsidy on interest will be applicable for maximum period of 5 years from date of approval of loan
- It shall be mandatory to operate the beneficiary tourism units for the next three years
- If the tourism unit does not abide by these terms and conditions, then it will have to return the subsidy amount with a 15% simple interest to the State, otherwise it will be recovered as the land revenue
- All matters of dispute, interpretation, contention under this policy will be referred to committee constituted under the Chairmanship of the Infrastructure and Industrial Development Commissioner (IIDC), whose decision will be final and binding.

b. Procedure for applying for registration and incentives/concessions

Department of Tourism, Government of Uttar Pradesh shall be the Implementing Agency for administration of incentives under this Tourism Policy. Detailed operational guidelines shall be issued by the Tourism Department. All Tourism Units undertakings desirous of availing any incentive under this policy must be registered with the Department of Tourism.

Illustrative procedure for claiming incentives:

The eligible units along with the provisional certificate shall apply to DoT within 180 days after the commencement of commercial operations of the project, for permissible benefits along with the necessary documents. Department of Tourism on receiving the information and documents will scrutinize it and issue an Eligibility certificate to enable the unit to avail the incentives. This procedure will take place over single window to ensure ease of doing business: Eligible unit desirous of availing concessions/ incentives/ subsidy under the policy shall apply online through Single Window Clearance System at <<link>> in the respective prescribed format along with the required documents.

Step 1: Eligible units will apply for the incentive to DoT

Step 2: DoT will scrutinize the applications and issue a Provisional Registration Certificate (PRC)

Step 3: PRC shall be valid for upto 3 years in the first instance

Step 4: If a unit is not in a position to complete the project within 3 years, it may apply for an extension

Step 5: If agreed, tourism department may grant an extension (max upto 2 years)

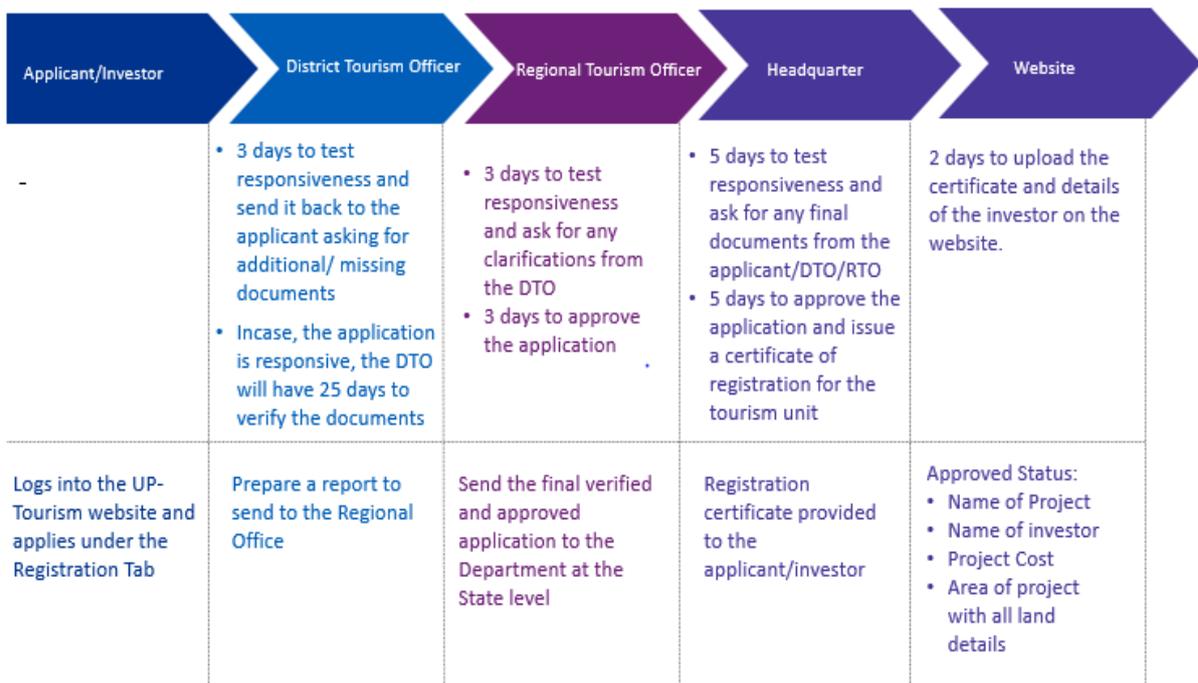
Step 6: The eligible units shall inform DoT within 180 days of the commencement of the commercial operation of the project

Step 7: DoT shall scrutinize the documents and issue a eligibility certificate after the field visit

Step 8: Based on the eligibility certificate, DoT shall in turn issue Certificate of Entitlement and assign a proper date of effect for availing benefits

Step 9: The unit, after getting the eligibility certificate, must submit quarterly progress details to the DoT of the incentives availed during the eligibility period.

Standard Operating Procedure for Registration of Tourism Units



ANNEXURE: LIST OF DOCUMENTS

A. Process for Approval of Pre-establishment of Tourism Unit:

- i. Detailed Project Report with investment details, duly signed by the Entity detailing out the Project facilities and plan for development. The Project Report shall also provide estimates of the Project prepared by a registered engineering firm, having at least 3 years of experience in undertaking civil construction works

- ii. A company should furnish certificate of incorporation, memorandum of association and article of association as proof of identity. A registered partnership firm should furnish income tax returns for the last two financial years or registration certificate under the registrar of firms or the partnership deed executed between the partners as proof of identity.
- iii. Project Plan for construction approved by Competent Authority
- iv. Certificate from a Chartered Account (in case of own finance) or from a Scheduled Commercial Bank / Financial Institution (in case of availing loan), certifying the Eligible Project Cost
- v. Copy of the Partnership Deed/ Memorandum and Articles of Association/ Bye – laws/ other documents as applicable
- vi. Copy of land documents/ records if land is already in possession
- vii. Details of existing investment (in case of an expansion project)
- viii. Latest Khata extract
- ix. Conversion order for commercial purpose
- x. Licenses obtained from the Competent Authority

B. Capital Subsidy

- i. Copy of Eligibility Certificate/ In-Principle Approval
- ii. Copy of Board Resolution / Authorization Letter
- iii. Bank/Financial Institution's Term Loan Sanction letter
- iv. Proof of Payment of Interest and Principal Amount to Bank
- v. Bank Certificate
- vi. Copy of Annual Report/ Balance Sheet 3.

C. Exemption on Stamp Duty

- i. Copy of Provisional Entitlement Certificate
- ii. Copy of Board Resolution / Authorization Letter
- iii. Copy of Allotment Letter for Land
- iv. Copy of Lease Deed / Conveyance Deed
- v. Calculation Sheet for payment of Stamp Duty
- vi. Proof of Payment of Stamp Duty