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UTTAR PRADESH

a conglomeration of Culture, Religious and Heritage Tourism



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Executive Summary

Uttar Pradesh has experienced a high rate of economic growth in the past few years. According to a recent report of World Bank on Ease of Doing Business in India, Uttar Pradesh is ranked among the top 10 states and first among Northern states. The state is attracting foreign direct investment and houses the headquarters of most of the major corporate, media and financial institutions. Uttar Pradesh in its true sense is the representation of India, a full bouquet of offerings starting from religious, historical, cultural to exquisite collection of wildlife, adventure and handicraft. Uttar Pradesh is endowed with a varied spectrum of tourism offerings. These range from wonder of the world (Taj Mahal – Agra) to unique cultural and religious hotspots like Varanasi, Braj (Mathura, Vrindavan, Goverdhan), Awadh (Lucknow, Ayodhya). Adorned with various holy shrines and pilgrimage spots (a few of them world famous), full of joyous festivals.

Uttar Pradesh often referred to as the jewel in the crown of north India has immense resources to offer the inbound foreign tourists where in 2017 a healthy number of 3.56 million foreign tourists visited. This apart, the State also has a vast array of tourism resources to offer the inbound foreign as well as domestic visitors where 23.33 crores domestic visitors visited across different destination of Uttar Pradesh in 2017. The state has recorded a growth of nearly 10% of tourist arrival over 2016 tourist arrival. Knowing tourism is one of the major revenue earner for the State, the State Government has put its' focus strongly on the discipline. The Vision & Mission of the Uttar Pradesh Government is as follows:

Vision

"Establishment of Uttar Pradesh as a preferred tourism destination of India and achieve highest tourist arrival and tourist receipts, driving employment generation and encouraging visitor experience."

Mission

"To drive a sense of inclusive tourism development in the local community and make optimum use of tourism experiences across vibrant cities, attractions, nature, wildlife, adventure, food, handicraft ("One District - One Product Scheme"), heritage, religion and culture."

In order to achieve the milestone set, the tourism department is closely working on below areas;

- Strengthening Tourism Infrastructure
- Promoting investment & employment generation
- Augmenting Brand Uttar Pradesh
- Focus on religious/ spiritual tourism
- Strong promotion of Theme based Tourism
- Sustainable Tourism through community growth

In addition to above some further initiatives undertaken under the tourism policy are

- Excellence award
- Tourism Festivals
- One Stop Travel Portal Solution
- Registration of service provider
- Deployment of Tourism police
- Thrust on Kumbh Mela

In order to attract more tourists due to strong and diverse culture, Uttar Pradesh government hosts a considerable number of events. The State Department of Tourism plans to upscale domestic events and take them international as well. Lists of major events are provided in the figure below:-

Ayodhya Deepotsav	Rangotsav Barsana	Dev Deepavali	Lucknow Mahotsav	Gorakhpur Mahotsav	Bundela Mahotsav
Buddha Mahotsav	Ayurveda Mahotsav	Ganga Fair	Deva Mela	Karthik Purnima	Ramayana Mela

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UP is at the edge of a transformation in terms of its vision, mission and execution of its tourism strategy. The State Government has taken bold but definitive steps to augment tourist flow and invest in the State. Taking a peek at the various in undertaken by the State Government FICCI – MRSS also suggests the following steps:-

- **Set up a continuous monitoring and evaluation unit** A Project Monitoring Unit may be set up under the aegis of Department of Tourism. Monitoring actions and strategies from time to time is also an absolute necessity.

- **Reward and Recognition for largest investor/ best investor/ most innovative investor/ Green investor etc. in appropriate event / Mart** – recognition of Investors in an appropriate forum would help generating interest amongst the investor community and broad base the investor base considerably.

- **Encourage Travel writers, Bloggers, Reviewers as a follow up action** – This would be a "influence the influencer model of implementation". Encouraging these influencers to write about the investment climate in Uttar Pradesh will help in generating awareness featuring positive stories about UP as a favourite investment Destination in Tourism Properties

- **Conduct a Satisfaction Survey for the Investors on the investment climate** – It is suggested that an Investor Confidence Survey may be conducted amongst Investors in Uttar Pradesh Tourism vis a vis Investors in Tourism in adjoining States/ main crowd pullers. This will provide a few high points or learning to work on. Ideally this should be done by appointing a third party agency having high level of expertise and experience in tracking the tourism market.

- **Carry out a brand assessment for UP Tourism** – This should be done amongst all stakeholders in the State, Country and International levels. This will provide inputs to tweak the communication modes and vehicles if required

- **Co-Competition with the neighbouring states** – A co-creation effort needs to be undertaken as nothing happens in silos these days. Exchange of tourists between states will only lead to healthy and sustainable tourism goals and will support attainment of vision and mission in the long run.

1 | Uttar Pradesh – Its' importance in Tourist Map of India

1.1. Introduction

Uttar Pradesh in its true sense is the representation of India, a full bouquet of offerings starting from religious, historical, cultural to exquisite collection of wildlife, adventure and handicraft. Blessed with a variety of bio-geographical and cultural diversities, Uttar Pradesh has been the area of birth (for at least the two prominent ones) and path to enlightenment of historical heroes like - Rama, Krishna, Buddha, Mahavira, Ashoka, Harsha, and Akbar. Adorned with various holy shrines and pilgrimage spots (a few of them world famous), full of joyous festivals, it plays an important role in the politics, education, culture, industry, agriculture and tourism of India.

Washed by the lifelines of Northern India, viz. Ganga and Yamuna, the two pious rivers of Indian mythology, Uttar Pradesh is surrounded by Bihar in the East, Madhya Pradesh in the South, Rajasthan, Delhi, Himachal Pradesh and Haryana in the west and Uttaranchal in the north and Nepal touch the northern borders of Uttar Pradesh, it assumes strategic importance for Indian defence. Its area of 2,43,290 sq kms. lies between 240N to 310N latitudes and 770E to 840E. Area wise, it is the fourth largest State of India. In sheer magnitude it is half the area of France, three times that of Portugal, four times that of Ireland, seven times the size of Switzerland, ten times that of Belgium and a little bigger than England.

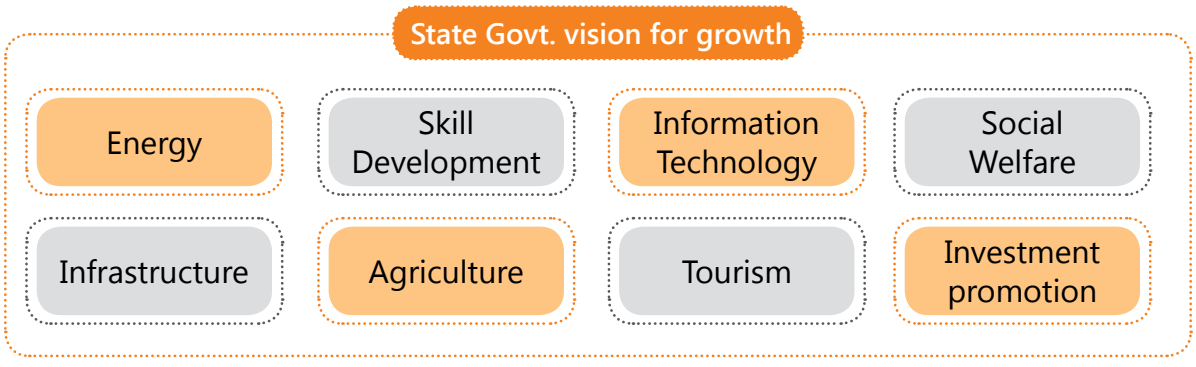
Understandably it is the most populous state with a high rate of population growth, contributing to almost 16.2% of Indian population as per Census 2011. The state's 2001–2011 decennial growth rate (including Uttrakhand) was 20.09%, a little higher than the national rate of 17.64%.

GSDP of the state has increased from US$ 58.2 billion to US$ 203.03 billion during 2005-06 to 2016-17. The States contribution to the Indian GSDP is 8.57% and growth rate is 14.30% compared to 11.52% for the country as a whole. NSDP of the state has increased from US$ 58.6 billion to US$ 180.54 billion for 2005-06 and 2016-17 respectively. The state has experienced a high rate of economic growth in the past few years

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- Agriculture continues to be the main stay for the State of Uttar Pradesh. According to the report generated by India Brand Equity Foundation (IBEF), in 2016-17, Uttar Pradesh has accounted for 19% share in the country's total food grain output. About 70% of India's sugar comes from Uttar Pradesh. Sugarcane is the most important cash crop as the state is country's largest producer of Sugar. Uttar Pradesh is the largest producer of food grains in India and accounted for about 17.83% share in the country's total food grain output in 2016-17. Total Food grain production in the State for 2016-17 was 49,144.6 thousand tonnes. Major food grains produced in the state include rice, wheat, maize, millet, gram, pea & lentils. With overall vegetable production of 26.40 million tonnes in 2016-17, the state of Uttar Pradesh was the largest producer of vegetables in India.
- Major manufacturing products include engineering products, electronics, electrical equipment, cables, steel, leather, textiles, jewellery, frigates, automobiles, railway coaches, and wagons. More small-scale industrial units are situated in Uttar Pradesh than in any other state, with 12 percent of over 2.3 million units. With 359 manufacturing clusters cement is top sector of SMEs in UP.
- According to a recent report of World Bank on Ease of Doing Business in India, Uttar Pradesh was ranked among the top 10 states and first among Northern states
- The state is attracting foreign direct investment which has mostly come in the software and electronics fields; Noida and Lucknow are becoming a major hub for the information technology (IT) industry and houses the headquarters of most of the major corporate, media and financial institutions.
- The vision laid out for the State and the focus pillars can be depicted in the figure below:-

Fig 1: State Govt. Vision for Tourism growth



- Owing to its rich and varied topography, vibrant culture, festivals, monuments, ancient places of worship, viharas, wildlife hotspots the state has been constantly attracting tourists not only from different nook and crannies of the country but also from far flung places across the world.

2 | Tourist Visit trends

As depicted above, Tourism is one of the priority areas for bringing about economic growth of the state. A peek into the domestic and international tourist flow can make the matter more clear.

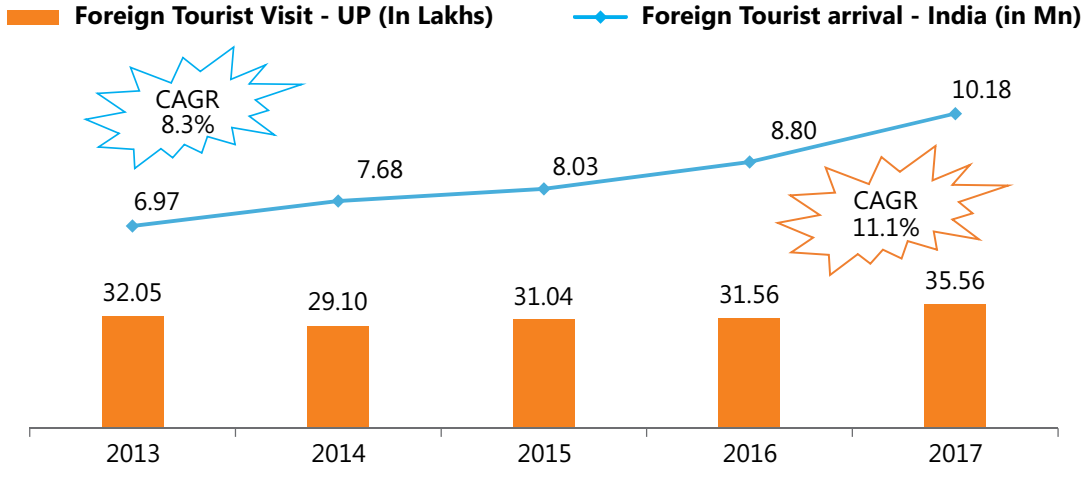
2.1. How Uttar Pradesh fares

Uttar Pradesh often referred to as the jewel in the crown of north India has immense resources to offer the inbound foreign tourists. Whenever, inbound tourist comes to India, yearns to visit the State, which continues to remain the top draw by virtue of hosting one of the Seven Wonders of the World. This apart, the State also has a vast array of tourism resources to offer the inbound foreign as well as domestic visitors. A depiction of the same has been included in the ensuing paragraphs.

2.2. Foreign tourist flow trends in the State over the years

Foreign tourists have frequented and continue to frequent the State since time immemorial. A synopsis of the foreign tourist visits in the State vis a vis Total tourist arrivals in the country has been indicated in the chart below. All figures are in Lakhs

Fig 2: Foreign Tourist Arrival (India) and Visit (UP)



Source: UP Tourism Foreign Tourist Visits. figures are given in lakhs.

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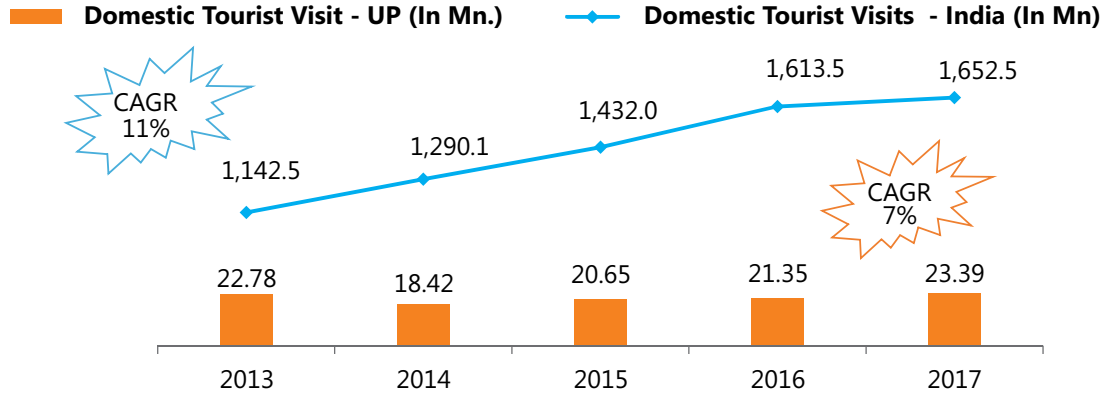
As indicated, the foreign tourist visit to the State is increasing. The rate at which it is increasing is significantly higher than the total arrivals in the country as the CAGR figure depicts. The positive aspect is that State has not only grown but has also sustained visits of foreign tourists over the years. It has really picked up from the year 2014 onwards. The slump in the year 2013 -14 period is due to Mahakumbh mela snan in 2013.

2.3. Domestic Tourist Visits

2.3.1. How Uttar Pradesh fares

Domestic tourists have been visiting the State in scores over the years. A synopsis of the domestic tourist visits in the State vis a vis Total tourist arrivals in the country has been indicated in the chart below. All figures are in Millions.

Fig 3: Domestic Tourist Visit - (India) and (UP)



Source: UP Tourism Domestic Tourist Visits. figures are given in million.

As depicted, the domestic tourist visit to the State is increasing at a rate which is in accordance with the total domestic tourist visits in the country as a whole. The State witnessed a slump in the year 2013, primarily due to Purnkumbh mela/ snan in 2013 for which the tourist arrivals spurted up however, thanks to the re-packaging of tourism products, communication and other dynamic initiatives, the state has not only regained confidence of the domestic visitors but has registered considerable growth in terms of domestic tourist visits.

3 | Focus of the State Government

Knowing tourism as the major revenue earner for the State, the State Government has put its' focus strongly on the discipline. A synopsis of that has been depicted in course of this section

3.1. Vision and Mission

The vision and mission statements for UP Tourism has been illustrated in the figure below:-

Fig 4: Vision and Mission Statements for UP



Vision

- Establishment of Uttar Pradesh as a preferred tourism destination of India and achieve highest tourist arrival and tourist receipts, driving employment generation and encouraging visitor experience



Mission

- To drive a sense of inclusive tourism development in the local community and make optimum use of tourism experiences across vibrant cities, attractions, nature, wildlife, adventure, food, handicraft ("One District - One Product Scheme"), heritage, religion and culture

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3.2. Strategy to be adopted - The Main Six Pillars

A six - fold strategy to be adopted are as depicted in the figure below:-

Fig 5: Six Main Pillars of Tourism Transformation

Strengthening Tourism Infrastructure	Promoting investment & employment generation	Augmenting Brand Uttar Pradesh	Focus on religious/ spiritual tourism	Strong promotion of Theme based Tourism	Sustainable Tourism through community growth
Encouraging Private Sector participation to offset shortage of tourism infrastructure	Creation of Land bank	Marketing Initiatives to be linked to action items	Upgradation of civic amenities	Religious Tourism	Effective co-ordination with environment, natural resources, local traditions, culture
Undertake "Integrated Tourism and Infrastructure Development" Roadmap	Facilitate creation of Accommodation units	Adoption of top down approach to create Brant Uttar Pradesh as a leading tourist destination	Establishment of Shrine Boards	Eco Tourism	Information, Education, Communication - Effective strategy to be used
	CSR Initiatives to be promoted in the Tourism sector	Employ Branding agency to develop ad films on cultural heritage	Private Sector participation in PPP Mode	Heritage Tourism	Planned initiative for generating employment
		New Tourism Website	Creation of Tourist facilitation centres	Cultural Tourism	Cleanliness drives under Swaach Bharat Abhiyan
		Engagement of Industry partners	Integration of available ashrams at various religious locations	Vedic Mini City Tourism	Regular Training for inmates in the Tourism sector
		Prioritize pre plan content calendar		Agri Tourism	Improving people skill of individuals
				Craft, Handloom & Textile Tourism	
				Weekend Tourism	
				Adventure Tourism	
				Caravan Tourism	
				MICE Tourism	
				Wellness Tourism	
				Water & Cruise Tourism	
				Sports Tourism	

3.3. Strategy to be adopted – The Supporting 4 Pillars

In addition to the 6 fold strategy indicated above - a 4 point supporting pillars have also been envisaged, which has been depicted below:-

Fig 6: Four Supporting Pillars of Tourism Transformation

Premium Tourist Transport

- Establishment of 10 helipads to improve connectivity in the State
- Hop On - Hop Off Buses to be introduced at Lucknow, Agra, Allahabad, Varanasi and Mathura
- New Air Sectors to be identified from Agra, Lucknow, Varanasi both domestic as well as International
- All major tourist destinations will be connected through 4 lane (and upgraded 6 lane highway, wherever possible)
- Preparation of travel packages suiting the need of the consumers
- Linking all major tourist destinations by Superfast railway service
- Brand Uttar Pradesh to be promoted in tie ups with all Airports and Railway Stations
- Lucknow to be connected with all State Capitals by Rail, Road and Air

Disinvestement of Tourism Properties

- Landbank to be created by pooling of unutilized land of various departments including Revenue, Irrigation and Nazul land. The Department intends to disinvest INR 100 Crs in 3 years through e -tendering process
- Department to continue disinvest of its loss making/closed/ not in use units
- Properties will be offered for disinvestment through e -tendering process
- Properties to be operated on Lease and Development Agreement or Development and Management Contract through PPP after formulation of SPV

IT Enabled Infrastructure

- Free Wi Fi Connectivity will be made available at major tourist spots of the State

Development of Way Side Amenities

- Modern wayside amenities will be developed, catering to tourists of all economic strata on strategic/ major highways
- The Department will also plan to set handicrafts emporiums along wayside amenities

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3.4. Some further initiatives proposed under the Tourism policy

Some further initiatives undertaken under the tourism policy are as depicted in the figure below:-

Fig 7: Some further initiatives



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4 | Propelling Tourism through Major Festivals

Uttar Pradesh has a strong and diverse culture and hosts a considerable no. of events. The State Department of Tourism plans to upscale domestic events and take them international as well. A list of major events is provided in the figure below:-

Fig 8: Festivals of Prominence

Ayodhya Deepotsav	Rangotsav Barsana	Dev Deepavali	Lucknow Mahotsav
Gorakhpur Mahotsav	Bundela Mahotsav	Buddha Mahotsav	Ayurveda Mahotsav
Ganga Fair	Deva Mela	Karthik Purnima	Ramayana Mela

4.1. Kumbh Mela – The melting pot of religion and culture

Kumbh festival invites millions of tourist, pilgrims and foreign national to be the part of this glory of history that Hinduism has to offer. It is a carnival of the several ascetics and sages in saffron attires. Kumbh offers the chance to transcend, to reach beyond the endless suffering of material existence and reincarnation and enter the level of liberation, salvation, and immortality. It promises to purify us in the spiritual sense, and merge or become connected with the Divine in all of us. Mahakumbh was meant for the great minds to meet and share knowledge for the welfare of the living beings. Decisions and new findings in philosophy and science taken during the Kumbh Mela were then carried by the Saints to different parts of the world.

Actually its story is connected to mythology, there was a battle between the Devas and Asurs, they want to get the Amrit, so they both agreed to churn the ocean of milk, the "Kshir Sagar", to obtain the nectar of immortality. During the "Samudra Manthan" so many divine gifts

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were obtained, and finally the Dhanvanteri appeared with the "Amrit Kumbh" a pot of nectar. To order to prevent the nectar from the demons the nectar fell on the earth at four places, Prayag, Haridwar, Ujjain, and Nasik. So in every 12 years is "Maha Kubh" held at one of these four places.

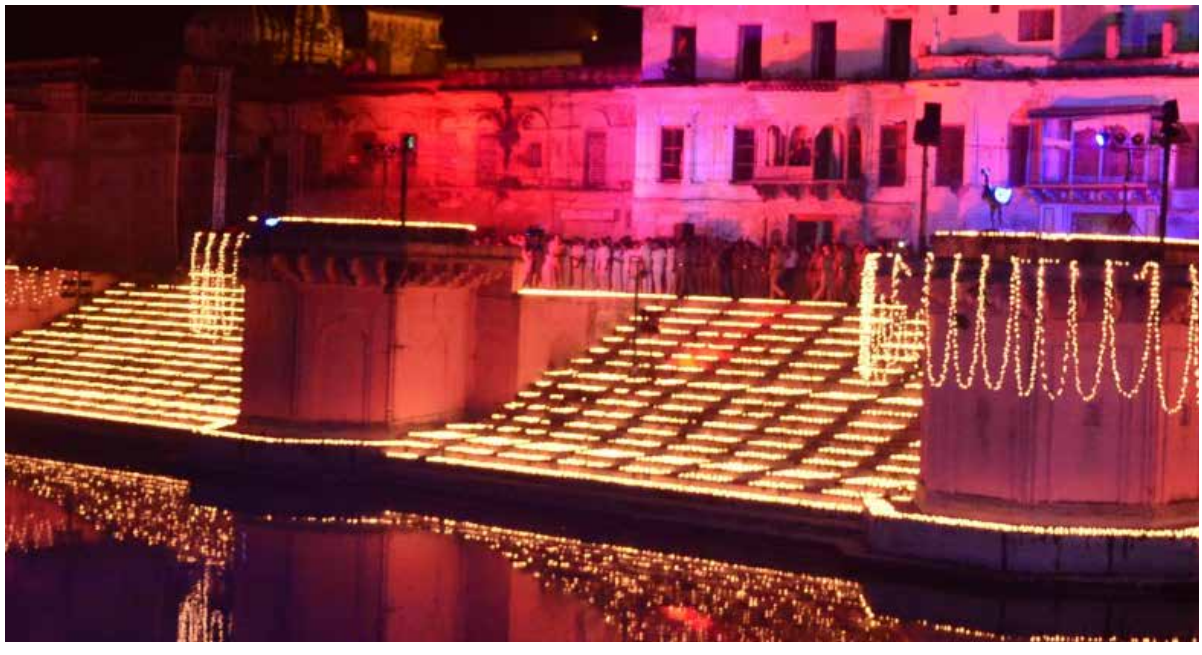
The Kumbh Mela 2019 is going to be held at Allahabad (Prayag) from January 14th, 2019 to March 4th, 2019. Below is the table mentioning the important dates of Kumbh Mela.

Name of Festival	Date/Day
Makar Sankranti	15-01-2019/Tuesday
Paush Purnima	21-01-2019/Monday
Mauni Amavasya (Somvati)	04-02-2019/Monday
Basant Panchami	10-02-2019/Sunday
Maghi Purnima	19-02-2019/Tuesday
Mahashivratri	04-03-2019/Monday

4.2. Deepostsav at Ayodhya – A flagship event of obsolescence to prominence

Ayodhya, home to the decades-old Ram Janmabhoomi, has a strong culture and relates back to the history of Ramayana. Department of Tourism, Government of Uttar Pradesh, in its endeavor to promote Ayodhya as a tourist destination, hosted the town's first ever Diwali celebrations,"Deepotsav" on 18th October 2017 in Ayodhya.

Fig 9: Deepotsav @ Ayodhya



The department has envisioned to promote this event at an International level, which will gain the momentum in the coming years and attract a lot of foreign visitors annually. The event was inaugurated by Hon'ble Chief Minister Yogi Adityanath and Hon'ble Governor Ram Naik along with Hon'ble Minister of Tourism State- Smt Rita Bahuguna Joshi,Union Minister of Tourism – K.J Alphons,GoI,DG- Tourism- Mr Awanish Awasthi,MD - Mr Akhand Pratap Singh and senior officials from Government of Uttar Pradesh.

Fig 10: Aim and Activities of Deepotsav

Aim of the Event	Activities during the Event
• Celebrating India's most effulgent Deepawali in Ayodhya • Engaging the whole city • Building it as a festival which features on the International calendar	• Ayodhya Heritage Walk • Distribution of Clothes ,free electricity connection • Shobha Yatra exhibiting Lord Ram's return to Ayodhya • Ram Rajyaabhishek • Foundation laying of development plans for Ayodhya • Saryu Aarti ,Chants & Lighting of Diyas • Lasershow on Saryu river • International Ramleela Performances

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5 | The Circuits in focus

A plethora of circuits are on the offering starting from religious to Cultural/ heritage, Wildlife as well as Eco – Tourism. A synopsis of major circuits in focus is mentioned below.

- **The Ramayana Circuit** comprising of Ayodhya – Chitrakoot – Shringverpur
- **The Braj Circuit** comprising of Mathura – Vrindavan – Goverdhan – Gokul – Barsana – Nandgaon for the targeting the religious lovers especially Lord Krishna.
- **Buddhist Circuit** comprising of Kapilavastu – Kaushambi – Kushinagar – Sankisa – Sarnath – Sravasti to attract the Buddhist tourists from around the world
- **Wildlife Eco** - Tourism – This comprises of Dudhwa – Pilbhit – Katarniaghat – Bakhira – Hastinapur – Kaimoor – Kishanpur – Lakh Bahosi – Mahavir Swami –Chambal – Nawabganj – Parvati Arga – Patna Bird Sanctuary – Ranipur – Saman – Samaspur – Sandi – Sohagi – Suhelva – Suraha Tal – Vijai Sagar - to attract the wildlife and nature lovers.
- **Bundelkhand Circuit** comprising of Charkhari – Chitrakoot – Kalinjar – Jhansi – Deogarh- Lalitpur are again treat for the heritage lovers who love to explore new destinations. This has been coined as hidden treasures
- **Mahabharat Circuit** comprising of Hastinapur – Kampilya – Ahichchcatra – Barnava – Mathura – Kaushambhi - Gonda
- **The Shakti Peeth Circuit** – The Shakti Peeth Circuit comprises of the following destinations – Vindhyavasini Devi (Vindhyachal) – Pateshwari Devi (Balrampur) – Kadavasini (Kaushambhi) – Lalita Devi (Naimisharanya) - Jwala Devi (Sonbhadra) – Shakumbhari Devi (Saharanpur) – Shivani Devi (Chitrakoot) – Katyani Devi (Mathura)
- **The Aadhyatmmik Circuit** comprising of the following Gorakhpur – Balrampur – Ghazipur – Goriya – Sant Ravidas Sthal
- **The Sufi / Kabir Circuit** – Jayas (Amethi) – Maghar (Sant Kabir Nagar) – Salim Chisti Dargah (Fatehpur Sikri) – Dewa Sharif (Barabanki) make up the circuit.
- **The Jain Circuit** comprising - Deogarh – Hastinapur – Vehelna – Baghpat – Bateshwar – Kampilya

Fig 11: Major tourist spots of UP



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6 | Weekend Tourism

Life has become a little stressful for the present generation off late. Hence, there is an inherent need for relaxation which props up. Uttar Pradesh is conveniently placed so that it can have multiple options of weekend tourism, a rare and a unique offering amongst Indian States.

Table 2: Weekend Tourism in UP Themes and Destinations

City of Origin	Pilgrimage	Historical	Eco-Tourism
Lucknow	• Ayodhya • Kichocha Sharif • Dewa Sharif • Naimisharanya • Bithoor	• Lucknow • Bithoor • Gorakhpur • Faizabad	• Kishanpur Wildlife Sanctuary • Dudhwa National Park • Nawabganj Wildlife Sanctuary • Katarniaghat wildlife sanctuary • Suhelwa Wildlife Sanctuary • Samaspur Wildlife Sanctuary • Kukrail
Noida & Ghaziabad	• Mathura • Vrindavan • Garmukteshwar • Barsana • Nandgaon • Govardhan • Sukratal • Shakumbhari Devi • Bateshwar	• Agra • Fatehpur Sikri • Sikandra • Bateshwar • Bah	• Chambal National Park • Sur Sarovar Wildlife Sanctuary • Okhla Wildlife Sanctuary • Patna Wildlife Sanctuary • Hastinapur Wildlife Sanctuary • Amangarh Tiger Reserve

City of Origin	Pilgrimage	Historical	Eco-Tourism
Varanasi	• Sarnath • Jwala Devi Shakti peeth • Vindhyachal Vindhavasni	• Ramnagar Fort • Mirzapur • Chandauli District (Vijaygarh, Agori Fort, Singrauli Durg) • Bhitari	• Chandraprabha Wildlife Sanctuary • Surha Taal Wildlife Sanctuary • Kaimur Wildlife Sanctuary • Hathinala Eco Point • Rajdari, Deodari • Chunadari, Mukhadari • Windom Lakhaniya Dari • Sirsi Fall • Rihand Dam • Son View Point • Salkhan Fossil Park
Allahabad	• Sangam • Kadavasini • Shringverpur • Goshitaram Math • Prabhas Giri • Kaushambhi • Chitrakoot	• Allahabad • Kada • Mirzapur	• Samaspur Wildlife sancturary • Alwara Lake • Ranipur Wildlife Sanctuary • Sabri Fall
Gorakhpur	• Kushinagar • Ayodhya • Varanasi • Chapia • Devipatan • Gorakha Peeth	• Faizabad • Balarampur	• Bakhira Sanctuary • Sohagi Barwa Sanctuary • Suhelwa Wildlife Sanctuary • Parvati Aranga Wildlife Sanctuary • Wetlands in Balrampur
Jhansi	• Lalitpur • Jain Temple Complex in Lalitpur	• Dashavatar Temple • Forts in Bundelkhand • Nahar Ghati	• Bhagawan Mahavir Wildlife Sanctuary • Rajghat Dam • Mata Tila Dam • Vijay Sagar Wildlife Sanctuary • Baruah Sagar • Pahunj and Tel Behat

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7 | Digital Strategy in force

The digital strategy to be adopted by the State are as depicted below:-

Fig 12: Digitally Transforming UP

Content Creation

- Engagement of Media Agency to create new and Unique content
- Development of creative content in form of ad films, videos, website content, textual literature, editorial, advertorials

Revival of Consumer Touch Points

- The Department will revive consumer touch points by sharing destination information about all lifestyles, cultural, religious, nature, wildlife and heritage elements through Website, Mobile Application, Social Media, Consumer Engagement

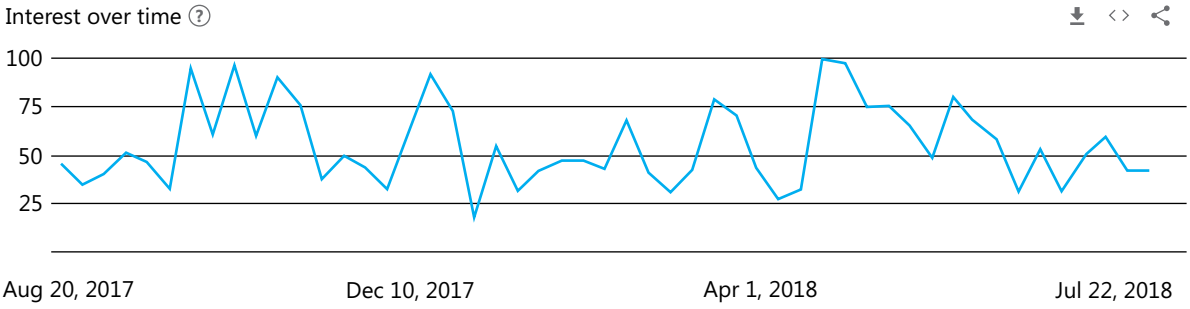
UP Tourism Department has hired the services of a world renowned media agency to take care of the Digital as well as offline modes of communication. The following campaign has been ordained by them

Fig 13: UP's new Buzzword



Unlike other states the State of Uttar Pradesh has consistently showed interests in the Digital space as illustrated in the figure below.

Fig 14: Peek at Digital interests



8 | FICCI – MRSS 6 point Tourism roadmap for Uttar Pradesh

UP is at the cusp of a transformation in terms of its vision, mission and execution of its tourism strategy. The State Government has taken bold but definitive steps to augment tourist flow and invest in the State. Taking a peek at the various steps undertaken by the State Government, FICCI – MRSS also suggests the following steps for promotion of tourism to the State:-

1. **Set up a continuous monitoring and evaluation unit** – They say data is the new oil and intelligence is the stepping stone for success. Nowadays monitoring of initiatives at all stakeholder level viz. the Government, Supply end (Travel industry suppliers) and Demand end (Voice of the Consumer) is not being mapped and ploughed back into the intelligence system. A Project Monitoring Unit may be set up under the aegis of Department of Tourism. Monitoring actions and strategies from time to time is also an absolute necessity.
2. **Reward and Recognition for largest investor/ best investor/ most innovative investor/ Green investor etc in UP Tourism Mart** – recognition of Investors in an appropriate forum would help generating interest amongst the investor community and broadbase the investor base considerably.
3. **Encourage Travel writers, Bloggers, Reviewers as a follow up action** – This would be a "influence the influencer model of implementation". Encouraging these influencers to write about the investment climate in Uttar Pradesh will help in generating awareness featuring positive stories about UP as a favourite investment Destination in Tourism Properties
4. **Conduct a Satisfaction Survey for the Investors on the investment climate** – It is suggested that an Investor Confidence Survey may be conducted amongst Investors in Uttar Pradesh Tourism vis a vis Investors in Tourism in adjoining States/ main crowd pullers. This will provide a few high points or learnings to work on. Ideally this should be done by appointing a third party agency having high level of expertise and experience in tracking the tourism market.
5. **Carry out a brand assessment study for UP Tourism** – This should be done amongst all stakeholders in the State, Country and International levels. This will provide inputs to tweak the communication modes and vehicles if required
6. **Co-Competition with the neighbouring states** – A co-creation effort needs to be undertaken as nothing happens in silos these days. Exchange of tourists between states will only lead to healthy and sustainable tourism goals and will support attainment of vision and mission in the long run.

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