



New Tourism Policy of Uttar Pradesh Tourism Department

Why In News?

- On October 12, 2022, Mukesh Meshram, Principal Secretary, Tourism Department, Uttar Pradesh, said that on the instructions of Chief Minister Yogi Adityanath, the state tourism department has prepared an attractive new tourism policy to promote tourism in the state.

Key Points

- It is known that in the draft tourism policy-2022 prepared by the department, many new areas have also been included with the focus on making the state a trillion economy.
- In this policy, there is also a plan to develop the state as a destination for marital tourism, that is, tourist destinations of the state will now make marriage memorable. Hotels, forts and tourist spots will be developed to make the marriage of domestic and foreign couples memorable. For this, the help of wedding planners and event management companies will be taken.
- Keeping in mind the large number of foreign guests coming to Varanasi and Agra in India for the wedding every year, the department has prepared this blueprint.
- With the help of wedding planners and event management companies, Varanasi, Agra, Mathura-Vrindavan and Chunar, waterfall etc. will be developed as wedding destinations. Also, pre-shoot facility will also be given to couples for pre-wedding.
- There are many such historical heritage sites in the state which come under the forest department. In such a situation, the help of the Forest Department will also be taken to develop these places as wedding destinations.
- Suggestions will be sought from the event company to make the places where the most foreign guests come to tie the knot. Wedding destinations will also be listed and promoted online. The tourism department will also promote it at national and international forums.
- Tourism Principal Secretary Mukesh Meshram said that Uttar Pradesh is the best place for foreign couples to get married on the basis of royal chic and cultural heritage across the country. In such a situation, suitable places for wedding destinations are being identified in different cities of the state. The help of wedding planners and event management company will be taken to promote it.

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