



UP to Develop Historical Buildings into Heritage Hotels

Why in News?

The **Uttar Pradesh Tourism Department** will [renovate 11 historical buildings](#), including ancient forts, and transform them into heritage hotels, cultural centres, or museums through the [Public-Private Partnership \(PPP\) model](#) to boost [tourism](#) in the state.

Key Points

▪ About the Project:

- The project aims to **preserve Uttar Pradesh's architectural and cultural heritage** while creating employment opportunities for thousands across the state.
- Under this initiative, **private players will design, develop, and restore** the identified heritage sites and hand them over to the government for further use.
- This heritage revival programme forms part of a larger state strategy to **blend cultural conservation with modern development goals**, ensuring both heritage protection and local growth.
- The initiative seeks to **revive the Bundelkhand region's economy** through heritage-based tourism, encouraging sustainable development anchored in cultural identity.

▪ Key Sites Identified for Renovation:

Site	Location
Talbehat Fort	Lalitpur
Rangarh and Bhuragarh Fort	Banda
Wazirganj Baradari	Gonda
Alambagh Bhawan, Gulistan-e-Eram, and Darshan Vilas	Lucknow
Tikait Rai Baradari	Kanpur
Mastani Mahal and Senapati Mahal	Mahoba
Tahrauli Fort	Jhansi
Sitaram Mahal/Kotwan Fort	Mathura

UP Tourism Policy 2022

- **About:** The primary objectives of tourism policy are to ensure sustainable development, enhance visitor satisfaction, boost economic growth, protect cultural and natural resources, and foster community inclusivity and participation
- **Attractive Financial Incentives:** The policy offers generous subsidies and financial support, including:
 - Capital investment subsidies ranging from 10-25% (capped at Rs 2-40 crore based on investment size).
 - 5% interest subsidy on bank loans up to Rs 5 crore for 5 years.
 - 100% exemption on stamp duty, land conversion fees, and employment-linked EPF reimbursements.
 - Additional incentives target Tier 2+ locations, women entrepreneurs, SC/ST/backward

classes, and focus tourism destinations.

- **Focus on Eco, Heritage & Niche Tourism:** The policy promotes developing:
 - Eco-tourism circuits like wildlife sanctuaries, camping sites, trekking, and nature walks
 - Heritage, MICE (Meetings, Incentives, Conferences, Events), wellness, and amusement parks through PPP models.
 - Integration with themed circuits—Ramayana, Krishna, Buddhist, Mahabharata, and Shakti Peeth.
 - Uttar Pradesh recorded 65 crore tourists in 2024, driven by the development of major religious and heritage sites like [Ayodhya, Kashi, and Mathura](#), as well as various ancient temples and pilgrimage centres.
- **Investment Facilitation & Global Promotion:** UP aims to attract Rs 5,000 crore annually by:
 - Establishing a Tourism Investor Facilitation Cell for market research, approvals, and investment support
 - Participation in roadshows, international tourism events, and collaborative branding—placing UP on the global tourism map.

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