



## UP Marks World Tourism Day

### Why in News?

**Uttar Pradesh** marked **World Tourism Day 2025** with state-wide celebrations highlighting **sustainable transformation**, community participation, and inclusive tourism initiatives.

- The state hosted programmes across cities and villages, **emphasising community involvement** and eco-friendly practices.

### Key Points

- **About:** World Tourism Day was first celebrated in 1980 by the [United Nations World Tourism Organisation \(UNWTO\)](#), and raises awareness about the social, cultural, and economic importance of tourism.
  - The day **marks the adoption of UNWTO's statutes** in 1975, signifying its official establishment five years later.
  - UNWTO advocates for **tourism as a driver of economic growth**, inclusive development, and environmental sustainability while supporting the sector in advancing knowledge and policies worldwide.
    - UNWTO comprises **160 Member States (including India)**, 6 Associate Members, 2 Observers, and over 500 Affiliate Members.
    - Headquartered in **Madrid, Spain**.
- **Theme:** The theme for this year is '**Tourism and Sustainable Transformation**', which emphasises tourism's power to promote positive change.
  - **Malaysia** hosted the World Tourism Day and the **World Tourism Conference (WTC) 2025** in the city of **Melaka**.

### UP Tourism Policy 2022

- **About:** The primary objective of tourism policy is to ensure **sustainable development**, enhance visitor satisfaction, **boost economic growth**, protect cultural and natural resources, and foster community inclusivity and participation.
- **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 on tourism destinations.
- **Focus:** 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.

- **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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