

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.3825#
ANSWERED ON 03.04.2025

CHALLENGES FACED BY UTTAR PRADESH TOURISM INDUSTRY

3825# DR. LAXMIKANT BAJPAYEE:

Will the Minister of **TOURISM** be pleased to state:

- (a) the various challenges faced by the tourism industry in Uttar Pradesh (UP) that are hampering the full potential of the State's rich heritage and cultural attractions, the details of the challenges on the basis of the factors responsible;
- (b) the various schemes and policies of Government through which measures are being taken to improve these areas and the details of achievements in the last five years, particularly in relation to major attractions; and
- (c) the amount allocated and spent in UP for this purpose in the last five years, year-wise and district-wise?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): Development and promotion of tourist destinations and products, is undertaken by the respective State Government/UT Administration. The Ministry of Tourism complements the efforts of States/UTs by developing and promoting various tourism products of the country, including in Uttar Pradesh through various schemes and initiatives. To enhance the experience of the tourists, Ministry of Tourism has taken the following initiatives:-

- To enhance tourism infrastructure in the country, the Ministry of Tourism through its central sector schemes of 'Swadesh Darshan (SD)', 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' extends financial assistance to the State Governments/UT Administrations/Central Agencies including the State of Uttar Pradesh.
- The Ministry of Tourism has now revamped the Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD 2.0) with the objective to develop sustainable and responsible tourism destinations, following a destination & tourism centric approach.
- Government of India under the Scheme for Special Assistance to States for Capital Investment (SASCI Scheme) - Development of Iconic Tourist Centers to Global Scale has sanctioned two projects in Uttar Pradesh.
- Ministry of Tourism has been continuously taking up the matter with all the State Governments/Union Territory (UT) Administrations for setting up of dedicated Tourism Police. The State Governments of Uttar Pradesh have deployed tourist police, in one form or the other.
- The Ministry of Tourism has formulated a National Strategy for Sustainable Tourism and initiated Travel for LiFE programme to promote sustainable tourism in the country and to encourage the tourists and tourism businesses to adopt sustainable tourism practices.

- Ministry is conducting Programmes under the ‘Capacity Building for Service Providers’ (CBSP) Scheme to train and upgrade manpower to provide better service standards.
- To enhance the overall experience of tourists by making available a pool of local, trained professionals at tourist sites across the country, Ministry launched the Incredible India Tourist Facilitator (IITF) Certification Programme – a Pan-India online learning program.
- The Ministry of Tourism undertakes several promotional activities in potential international & domestic markets to promote various tourism destinations and products of the country in holistic manner. This includes release of media campaigns, social media promotions, webinars, participation & support to promotional events, dissemination of information and engagement through website etc. In addition, Indian Missions overseas also undertake various promotional activities to attract more global travelers to various tourist destinations of the country.
- The Ministry of Tourism has set up a 24x7 Multi-Lingual Tourist Info-Helpline for domestic and foreign tourists to provide support service in term of information relating to Travel in India and to offer appropriate guidance to tourists in distress while travelling in India.

Details of funds sanctioned for the State of Uttar Pradesh under SD, SD 2.0, PRASHAD, Assistance to Central Agencies for Tourism Infrastructure Development’ and SASCI Schemes is **Annexed.**

ANNEXURE

STATEMENT IN REPLY TO PARTS (a) TO (c) OF RAJYA SABHA UNSTARRED QUESTION NO.3825# ANSWERED ON 03.04.2025 REGARDING CHALLENGES FACED BY UTTAR PRADESH TOURISM INDUSTRY RAISED BY DR. LAXMIKANT BAJPAYEE

Swadesh Darshan Scheme

(Rs. in Crore)

S. No.	Circuit / Sanction Year	Name of the Project	Amount Sanctioned	Amount Released /Authorized*
1.	Buddhist Circuit 2016-17	Development of Srawasti, Kushinagar, & Kapilwastu	87.89	72.56
2.	Ramayana Circuit 2016-17	Development of Chitrakoot and Shringverpur	69.45	64.09
3.	Spiritual Circuit 2016-17	Development of Ahar-Aligarh-Kasganj-Sarosi (Unnao)-Pratapgarh- Kausambi-Mirzapur-Gorakhpur-Domariyaganj-Basti-Barabanki-Azamgarh-Kairana- Baghpat- Shahjahanpur	71.91	69.63
4.	Spiritual Circuit 2016-17	Development of Bijnor- Meerut- Kanpur- Kanpur Dehat- Banda- Ghazipur- Salempur- Ghosi- Balia- Ambedkar Nagar- Aligarh- Fatehpur- Deoria- Mahoba- Sonbhadra- Chandauli- Mishrikh- Bhadohi	67.51	64.14
5.	Heritage Circuit 2016-17	Development of Kalinjar Fort (Banda)- MagharDham (SantKabir Nagar)- ChauriChaura, Shaheed Sthal (Fatehpur)- MahuarshaheedSthal (Ghosi)- Shaheed Smarak (Meerut)	36.65	36.65
6.	Ramayana Circuit 2017-18	Development of Ayodhya	127.21	115.46
7.	Spiritual Circuit 2018-19	Development of Jewar-Dadri-Sikandrabad- Noida-Khurja-Banda	12.03	11.43
8.	Spiritual Circuit 2018-19	Development of Gorakhnath Temple (Gorakhpur), Devipattan Temple (Balrampur) and Vatvashni Temple (Domariyaganj)	18.30	18.12
9.	Wayside Amenities 2018-19	Development of Wayside Amenities in Uttar Pradesh and Bihar at Varanasi-Gaya; Kushinagar-Gaya- Kushinagar in collaboration with MoRTH	15.07	14.32

* Includes amount of authorization to CNA through TSA Model I for Central Sector Scheme.

SD 2.0

S. No.	Destination	Name of the Experience	Sanctioned Cost (₹ Crore)	Date of Sanction
1	Prayagraj	Azad Park and DekhoPrayagraj Trail Exp	13.02	05-03-2024
2	Naimisaranya	Vedic-wellness Experience	15.94	05-03-2024

PRASHAD Scheme

S. No.	Project Name	Sanction Year	Approved Cost (₹ Crore)	Amount Released (₹ Crore)
1.	Development of Varanasi – Phase – I	2015-16	18.73	18.73
2.	Development of Mathura-Vrindavan as Mega Tourist Circuit (Ph-II)	2014-15	10.98	10.98
3.	Development of River Cruise Tourism at Varanasi	2017-18	9.02	9.02
4.	Construction of Tourist Facilitation Centre at Vrindavan	2014-15	9.36	9.36
5.	Development of Varanasi – Phase II	2017-18	44.60	31.77
6.	Development of Infrastructure facilities at Govardhan	2018-19	37.59	30.97

Assistance to Central Agencies for Tourism Infrastructure Development Scheme

Sr. No.	Name of Project	Agency	Sanction Date	Amount Sanctioned (₹ in Lakhs)	Amount Released (₹ in Lakhs)
1.	Illumination of monuments in Varanasi/Sarnath (Dhamekh Stupa in Sarnath, Chaukhandi Stupa in Sarnath, Tomb of Lalkan in Sarnath, and Man Mahal in Banaras).	ITDC	28-02-2015	512.43	381.47
2.	Illumination of three monuments in Varanasi, Uttar Pradesh: 1. Dashashwamedh Ghat to Darbhanga Ghat (stretch of 300 m) 2. Tulsi Manas Mandir 3. Sarnath Museum	CPWD	21-12-2017	293.55	293.55

Special Assistance to States for Capital Investment (SASCI Scheme) - Development of Iconic Tourist Centers to Global Scale

S. No.	Name of the Project	Sanctioned Cost (₹ Crore)	Amount Released (₹ Crore)
1.	Development of Bateshwar in District-Agra	74.05	101.83
2.	Integrated Buddhist Tourism Development in Shrawasti	80.24	
