

Hospitality and Tourism Sector Set to Witness 24% Growth, Says Report

The hospitality and allied industries are poised for a significant 24% growth in the coming years, according to experts. "This surge will greatly benefit cities like Ayodhya, Varanasi, Braj, Jewar, and surrounding areas," said an official spokesperson.

A recent report by global hiring platform Indeed highlights the rapid growth of the tourism and hospitality sector in Uttar Pradesh. In 2023 alone, job vacancies in this sector saw a 50% increase. The spokesperson credited this growth to the state's focused efforts on transforming its tourism potential.

Ayodhya: A Rising Hospitality Hub

Ayodhya, in particular, has emerged as a hotspot for the hospitality industry, especially since the commencement of the Ram Temple's construction. "Leading hospitality brands are eager to establish their presence in the city, with approvals already in place for over two dozen projects, including those by Taj Hotels," the spokesperson shared. Additionally, local hotels are expanding and upgrading to meet the growing demand from visitors and pilgrims.

Growth Beyond Ayodhya

The spokesperson emphasized that this trend isn't limited to Ayodhya. "Jewar, with its strategic location and the upcoming Noida International Airport, is fast becoming a preferred destination for the hospitality sector. Similarly, other tourist hotspots across the state are witnessing significant development," they noted.

Boosting Tourism with Visionary Leadership

The spokesperson credited Chief Minister Yogi Adityanath for the robust growth of the tourism sector. "The CM envisions tourism as a people's industry by integrating it with local communities. Major events such as the Maha Kumbh in Prayagraj, Makar Sankranti celebrations, and the Khichdi Mela at Gorakhnath Temple are being leveraged to draw tourists," they said.

To further attract investment in the sector, the government is considering offering additional concessions for hotel construction in key cities like Ayodhya, Lucknow, and Varanasi. Relaxations in land-use norms have already been introduced, and homestay initiatives are being actively encouraged to strengthen the state's tourism infrastructure.

Ripple Effects Across Allied Sectors

The rise in tourism is creating a ripple effect across various industries, including aviation, railways, road transport, logistics, and local businesses. "The increased demand for regional products is also boosting local arts and crafts, giving a significant push to the CM's flagship ODOP (One District, One Product) scheme. This initiative is not only promoting local economies but is also transforming UP's regional products into global brands," the spokesperson added.

With these concerted efforts, Uttar Pradesh is well on its way to becoming a key destination for both domestic and international tourists, further solidifying its reputation as a growing hub for hospitality and tourism.