



# UP Targets Five-Fold Growth in Tourism by 2028

## Why in News?

According to the sources, the **Uttar Pradesh government is revitalizing tourist destinations and infrastructure**, with the goal of **increasing tourism** fivefold by 2028.

- The target is to achieve a [Gross Value Added \(GVA\)](#) of **₹70,000 crore** and **attract 80 crore tourists**.

## Key Points

- The state government has been concentrating on **revitalizing tourist destinations and enhancing transport infrastructure** over the past seven and a half years to boost tourism in the state.
  - This initiative has resulted in a substantial rise in tourist footfall, with over **48 crore visitors** opting to discover the captivating beauty of **Uttar Pradesh in 2023**.
- Tourism has surged in cities of spiritual importance, such as [Kashi](#), [Ayodhya](#), [Mathura](#), [Chitrakoot](#), [Prayagraj](#), [Naimisharanya](#), and [Gorakhpur](#).
  - The government is improving top-notch infrastructure in these cities and motivating tourists to discover various destinations.
  - The [One District, One Product \(ODOP\) initiative](#) is vital in showcasing local products to travelers.
- The government is also concentrating on **increasing the accessibility of hotels, guest houses, and homestays**.
- Simultaneously, they are planning to **revitalize government-operated tourist and Rahi bungalows** to cater to the rising number of tourists.

## One District One Product (ODOP) Initiative

- ODOP is an **initiative to boost economic growth at the district level** by promoting and branding one product from each district of the country.
  - The idea is to **leverage the local potential, resources, skills, and culture of each district and create a unique identity for them** in the domestic and international markets.
- The concept of ODOP was **first launched by the Uttar Pradesh government in January 2018**.
- **Over 1000 products have been selected from all 761 districts in the country**. The initiative covers a wide range of sectors, **including textiles, agriculture, processed goods, pharmaceuticals, and industrial items**.
- Also, multiple ODOP products were displayed at the [World Economic Forum](#) in January 2023 in the **Indian Pavilion at Davos in Switzerland**.

