



Spiritual Circuit Development

Why in News?

Uttar Pradesh's Chief Minister Yogi Adityanath is **developing 12 major tourism circuits to boost tourism in the state.**

- Significant focus has been placed on enhancing the spiritual circuit to tap into its vast potential among these initiatives.

Key Points

- **Uttar Pradesh Tourism Department** is preparing to implement a detailed strategy, including **surveys of tourist destinations, gap analysis,** and adherence to the [UP Tourism Policy Document 2022](#).
 - The **plan prioritizes standards based on the 7 S'** -- Suchna (Awareness), Swagat (Welcome), Suvidha (Amenities), Suraksha (Safety), Swachhta (Cleanliness), Sanrachna (Infrastructure) and Sahyog (Support).
- Uttar Pradesh has made significant advancements in its tourism sector, becoming a key destination for tourists worldwide.
 - The development of [Kashi Vishwanath Dham](#) and [Ayodhya Dham](#), along with their respective corridors, has elevated these sites to premier tourist attractions within the state.
 - The upcoming [Maha Kumbh in Prayagraj in 2025](#) is expected to draw 30 crore participants, further highlighting Uttar Pradesh's growing prominence in the tourism industry.
- A **Detailed Project Report (DPR)** will be prepared to strategically improve tourism development across different circuits, including the spiritual circuit.
 - The chosen agency will work closely with department officials to tailor the survey methodology for tourist gap analysis.
 - The survey report will include **visitor feedback, photography, and video documentation.**
- The action plan involves gathering feedback from visitors at selected tourist spots outlined in the DPR, **collecting tourism statistics, evaluating growth trends, and prioritising a citizen-centric approach.**
 - By implementing best practices and leveraging technology, the approach aims to effectively operate and upgrade these locations.

Uttar Pradesh State Tourism Development Corporation (UPSTDC)

- It was established in the year **1974**.
- The **main objective** of establishing UPSTDC is **to provide tourist accommodation, restaurants, wayside amenities** to the tourists and to open recreational centres.
 - **Organise package tours** ensuring promotion of tourism in the State through vigorous publicity.

