

Tourism dept to promote Buddhist circuit globally

TIMES NEWS NETWORK

Lucknow: Fresh attempt to promote UP's Buddhist destinations on national and international platforms would be made by the state culture and tourism department following orders from the departmental minister Jaiveer Singh.

Sharing this here on Friday, an official spokesperson said: "The initiative aims to attract more domestic and foreign tourists to these sites especially in countries which have followers in high num-

bers." Stating that the minister laid stress on using innovative branding and marketing strategy to fully leverage the tourism sector's vast potential and employment opportunities, the spokesperson added that the minister saw an opportunity in Thailand, Laos and Vietnam besides other countries from where large number of tourists visit Buddhist sites every year.

The minister also emphasised the need for having Hindi and English stone inscriptions highlighting history of even lesser-known tourist si-

tes like Soron Sukar Kshetra (Kasganj) and Erach in Jhansi, he said. To ensure transparency and accuracy in historical writings, the minister proposed forming a committee of experts to verify facts and include local legends in records.

Principal secretary, tourism and culture, Mukesh Kumar Meshram instructed officials to include tourist places, ghats and hotels in the upcoming 10th International Yoga Day celebrations on June 21. He also recommended organizing Yoga Day events in hotel lawns and nearby parks.