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Uttar Pradesh Highlights Buddhist Circuit as It Now Seeks to Deepen Tourism and Investment Ties with Japan

Friday, July 25, 2025



Japan and Uttar Pradesh Canada has stepped up its relationship with Uttar Pradesh, “deepening strategic partnerships on initiatives related to tourism, infrastructure and other sectoral cooperation” Japan and Uttar Pradesh Growing close volumes of the trade between **Japan** and Uttar Pradesh. After Kushinagar, the states focus is now on developing Kaushambi and Farrukhabad as new centres of [🔌 Buddhist tourism](#). Meditation centres and cultural institutions have been planned to promote spiritual tourism.

Strategic Engagement with Japan

Uttar Pradesh Tourism Department is preparing to make a strong presentation on tourism and investment in the Japan Tourism Expo in September 2025. The campaign s madly sending telecasts and press reports of the Buddhist Circuit destination in particular to be seen by Japanese investors and the Japanese who can organize tours for their fellow-countrymen. Part of this initiative is a delegation headed by the state’s Finance Minister Suresh Khanna that’s right now in Japan attending marquee investor meets with investors and World Expo in Osaka.

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Other than religious tourist industry, the government of UP will also showcase investment prospects in hotels, meditation centres as well as cultural infrastructure projects on PPP mode, tourism officials said. Both are steps designed to improve the experience for visitors and to promote international investment.

Base Created by Recent Japan Visit

This great collaboration started to begin last year when Kotaro Nagasaki, Governor of Japan’s Yamanashi Prefecture led a delegation of business entrepreneurs from Japan to visit Uttar Pradesh. During the visit, MOUs on industrial and tourism cooperation were signed. The collaboration also included plans for Japan’s Mount Fuji and hot springs to be promoted together with spiritual destinations of India such as Sarnath, Shravasti and Kushinagar.

Senior officials also informed that series of familiarisation trips from Japan is also being planned to enable Japanese stakeholders to have a first-hand look of the Buddhist Circuit. It seeks to place Uttar Pradesh on the global Buddhist pilgrimage map and improve cross-border tourism ties.

Strong Rise in Tourism Numbers

Uttar Pradesh is already reaping the benefits of its attempts at religious tourism. The number of arrivals to Buddhist Heritage Site increased by almost three times in the state from 2016 to 2024. Kaushambi alone shot up from a little over 2 lakh visitors to over 24 lakh by 2024. Likewise, footfall at Kushinagar zoomed from 9 lakh to 22 lakh; Sarnath also continued to draw 11.8 lakh pilgrims in the last year.

Jaiveer Singh Tourism and Culture Minister targeting tourists’ growth is the state’s tourism policy that stands vindicated by these figures. “By upgrading infrastructure, integrating global air connectivity and by engaging local communities, we are taking steps to blur the boundaries of the Buddhist Circuit to make it a globally powered-up place for spiritual and cultural heritage,” he said.

Promoting Investment, Innovation, and Academics

Tourism is a large part of their agenda, but the Japan delegation is also working towards more profound economic and academic matching. In Osaka, Finance Minister Khanna and Principal Secretary of Infrastructure and Industries, Alok Kumar met Tokyo Electron Limited (TEL) and discussed cooperation on semiconductors.

During the meeting, TEL’s Executive Vice President Takeshi Okubo also talked about the potential areas of investment that include semiconductor manufacturing, setting up of skill development programmes and establishing Global Capability Centres (GCC) in Uttar Pradesh. The delegation also went to the Osaka Prefectural Assembly to discuss measures on capacity expansion, youth training and technology transfer. Uttar Pradesh officials also discussed academic partnerships during the 2025 World Expo, including with Portugal’s University of Guarda.

Conclusion: Future of Tourism in Uttar Pradesh and India

Uttar Pradesh is developing as a world class destination for spiritual tourism and international investment with its highly progressive tourism policy and global outreach,” he said. “The closer relations with Japan, especially in the context of the Buddhist Circuit and innovative development, are adding to the culture of the state and also contributing to economic transformation,” he said.