

With tourism in focus, UP govt rolls out red carpet for Japan

TIMES NEWS NETWORK

Lucknow: The UP govt extended a warm welcome to the Japanese delegation led by Ko Osada, vice governor of Yamanashi Prefecture, Japan.

During the reception, facilitated by Invest UP, tourism minister, Jaiveer Singh, highlighted that UP is the land of Lord Buddha's teachings, home to many significant Buddhist sites. He emphasised that Buddhism originated on this sacred land, making the state a prime destination for Buddhist pilgrims and a key area for tourism growth. He also outlined various tourism development plans focused on Buddhist sites. "Among the 12 identified tourism sectors, the Buddhist Circuit holds special importance, with both the central and state govts prioritising its development. Efforts are being made to en-



Tourism minister Jaiveer Singh with Japanese delegation head Ko Osada

hance rail, water, air and road connectivity to these sites. With a strong emphasis on security, every international tourist can safely explore their preferred destinations across UP," he said.

Osada expressed his admiration for UP's sacred sites and vast tourism potential. He noted that in Japan, tourism means "spreading the light of knowledge," which underscores the significance of a place. He reaffirmed Yamanashi's commitment to

collaborating with UP for tourism development. Additionally, he announced that a large Japanese delegation would visit UP to explore investment opportunities.

Principal secretary for tourism and culture, Mukesh Kumar Meshram, elaborated on the state's tourism prospects, while special secretary for tourism, Isha Priya, delivered a detailed presentation on UP's tourism destinations and ongoing/planned development projects.