

Karnataka Tourism to Showcase its Rich Heritage and Culture at JATA Tourism Expo Japan 2024

Highlighting Karnataka's Cultural, Adventure, and Spiritual Experiences, Including Its Buddhist Heritage Sites

BENGALURU, KARNATAKA , INDIA, September 25, 2024 / EINPresswire.com/ -- Karnataka Tourism is set to showcase its diverse and enriching tourism offerings at the prestigious JATA Tourism Expo Japan 2024, to be held from 26th to 29th September at Tokyo Big Sight, Japan. This participation aims to strengthen Karnataka's presence in the Japanese tourism market and foster deeper cultural and tourism ties between the two regions.

Karnataka, a state where nature, heritage, and culture come together harmoniously, offers an array of enriching experiences for travelers from around the world. From the tranquil landscapes of the Western Ghats, a natural site listed under the UNESCO World Heritage site to the grandeur of Mysore's royal palaces, Karnataka is home to three cultural properties under the UNESCO World Heritage Sites: the ancient ruins of Hampi, the architectural marvels of Pattadakal, and the recently inscribed Hoysala temples at Belur, Halebid, and Somanathapur. Together, these sites bid a remarkable journey through the state's rich history and diverse natural beauty.



Stone Chariot of Hampi: A Timeless Craftsmanship and Architectural Brilliance



Aihole is a historic site of ancient and medieval era Buddhist, Hindu and Jain monuments.

Some of the key tourism highlights of Karnataka that will be promoted at the JATA Tourism Expo include, the grandeur of Mysore Palace, the ancient ruins of Hampi, and the intricate temples of Belur and Halebidu reflect the state's rich historical past. Home to 5 national parks and over 25 wildlife sanctuaries, Karnataka is a paradise for wildlife enthusiasts, with Bandipur and Nagarhole being the crown jewels of its conservation efforts. The pristine beaches of Gokarna, Murudeshwar, and Karwar provide an idyllic escape, while the backwaters of Kabini River and the waterfalls of Coorg and Chikmagalur offer serene retreats. Karnataka has become a hub for wellness tourism with world-class resorts offering authentic Ayurveda and yoga retreats amidst natural surroundings.

In addition to its cultural and natural attractions, Karnataka is also home to significant Buddhist sites that will be highlighted at the expo. The ancient Buddhist settlement at Sannati, located on the banks of the Bhima River, holds immense historical and archaeological importance. Key among these is the renowned site of Banavasi, a place where early Buddhist influence is evident. The discovery of inscriptions and relics from the Mauryan period, including the Ashokan edicts, showcases Karnataka's Buddhist heritage, making it a meaningful destination for spiritual and cultural travelers.

Karnataka Tourism will also promote its commitment to responsible tourism by preserving and enhancing Buddhist sites through eco-



Badami Cave 3: A testament to the ingenuity and skill of ancient Indian artisans.



Sangamesvara Temple: A masterpiece of Hoysala architecture



Bandipur National Park: A peaceful herd of elephants graze in their natural habitat

friendly practices. Additionally, the state will highlight its Buddhist learning and meditation centers, where Japanese travelers can engage in spiritual retreats and mindfulness programs.

Through its participation at the JATA Tourism Expo Karnataka Tourism is enthusiastic about fostering strong ties with Japanese tour operators, travel agents, and media, ensuring that Buddhist heritage tourism in the state reaches a wider audience in Japan.

Karnataka Tourism is dedicated to promoting the state's tourism potential, focusing on sustainable practices and creating enriching experiences for both domestic and international visitors. The delegation representing Karnataka Tourism will be available at Stall No. R-141.

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Department of Tourism, Government of Karnataka

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