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# Women travel bloggers explore coastal Karnataka

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MANGALURU: In an attempt to revive the tourism industry that was hit due to the Covid-19 pandemic, a team of seven women bloggers, who are also social media influencers, are travelling across coastal Karnataka, as part of the 'Dekho Apna Desh' domestic tourism campaign.

The women bloggers and travel writers tour of coastal Karnataka was organised from March 1 to 6.

Mohamed Farouk, director, India Tourism, Bengaluru, told TOI, "This is an attempt to popularise tourist destinations, especially after the pandemic. People's travel preferences have changed. They now prefer unexplored, less crowded and places that are safe to travel. During his Independence

Day speech in August 2019, Prime Minister Narendra Modi urged people to visit at least 15 tourist destinations within India by 2022, and this an attempt to popularise and create awareness on tourist destinations through social media. A first-of-its-kind initiative by India Tourism in Karnataka, this has been launched on an experimental basis, and after assessing the social media impact and evaluating the entire project, more such circuits will be planned in Karnataka," he said.

Soumya Gayatri from Mumbai, Veidehi Gite from Indore, Vidya, Sandy, Ami Bhat and Freeda Maria from Bengaluru and Nishu Barolia from Chennai began their tour from Mangaluru on Monday, and the team travelled to Udupi, Manipal, Kudremukh and Byndoor, and Gokarna and Karwar. They are being introduced to the region's culture, cuisine, heritage and crafts. On this tour, they attended a Yakshagana performance in Udupi, and experienced water sports in Uttara Kannada. Some of the places they visited include the Kudroli Gokarnanatheshwara temple in Mangaluru, and the Hasta Shilpa Heritage Village museum in Udupi.

Tourism Bengaluru and the ministry of tourism, with the support of Karnataka tourism and Jungle Lodges and Resorts, in association with RR Tours and Travels, Dream Holidays and Leisure Routes Hospitality and Tourism, and other local stakeholders organised this event.