

RT Structure Development Guidelines

MANUAL

RESPONSIBLE TOURISM INITIATIVES - KERALA

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I.1 What is Responsible Tourism

The definition often preferred on Responsible Tourism is that *'it is about creating better places for people to live in and better places for people to visit'*. Though the concept of responsible tourism was emerged right from 1996, it was after the Cape Town Declaration of 2002 that a detailed structure of responsible tourism – including its aims, and orientations evolved. World Tourism Organization, now a part of UN, has recently formulated a global code of ethics, which stressed on the necessary changes that have to take place in the nature of tourism and also on its impacts on society, economy and ecosystem at large. RT encompasses all forms of tourism and seeks to minimize negative economic, environment and social impacts. It generates greater economic benefits to local people and enhances the wellbeing of host communities. It also makes positive contributions to the conservation of natural and cultural heritage, and maintenance of the world's diversity.

Economic, Social and Environmental responsibility

Responsible tourism is mainly identified with three kinds of responsibilities, which are – economic responsibility, social responsibility and environmental responsibility. Of the three responsibilities, the utmost importance is to be given to economic responsibility. Hoteliers and travel agents should see to it that they make use of maximum local resources so that the local economy and the local people get the benefit of tourism development. Local spending should be encouraged. Tourism has the ability to generate high income and employment benefits for the local economy through multiplier effects. Yet other less favorable effects such as inflation, leakages and dependency often accompany these positive effects. Some of the aspects responsible tourism can explore on reducing economic leakages could be:

- Strengthening links with the local agricultural and allied economic systems for sourcing primary products like vegetables, eggs, meat, fish, fruits and so on.
- Using locally available material like bamboo, cane, coconut fibre, red tiles, coir that can be used for providing support infrastructure like furniture and roofing, especially for eco-friendly dwelling systems
- Using local artifacts and handicrafts for decoration, as souvenirs and encouraging tourists to spend more on these. It is noticed that often tourists connect more with the local economy when efforts are made to take them through such an experience that builds an emotional bond between them and local people
- Promoting those forms of tourism where the product itself focuses on a local experience – like spice tourism, monsoon tourism, plantation tourism and rural tourism
- Direct employment of local by the industry, ensuring that they are trained and not employed only for unskilled jobs.

Article 5 of the WTO Global Code of Ethics states that the local population should be associated with tourism activities and share equitably in the process of economic, social and cultural benefits they generate, and also benefit from the direct and indirect jobs created by

tourism. Therefore as basic principle tourism policies should be oriented towards improving the standard of living of the people. The need to stress the role that the local communities can play in tourism destinations arises from the variety of ways in which tourism affects the lives and livelihoods of host (local) communities. Menial

Tourism is an excellent opportunity to learn about other societies, their culture, traditions and lifestyles. The impacts of culture can often be a positive one through fostering exchange of cultures and cultural practices. The nature of tourism as such gives the tourist the opportunity to be transported into a different socio-cultural ambience and a chance to appreciate the unique cultural, traditional lifestyles and tangible and intangible cultural heritage of the region. The WTO Global Code of Ethics has recognized that cultural resources used by tourists belong to the entire mankind but that community in whose territories they are situated have particular rights and obligations, that governments and industry must endeavor to protect and preserve tangible heritage and that tourism must allow cultures to flourish rather than get standardized and die out. It is, therefore, important for tourists to have greater sensitization of local norms and customs.

Tourism enterprises like most others do need to utilize resources like land, water and energy. But there is a need to avoid wastage and over-utilisation of resources. Many tourism enterprises have begun mainstreaming water conservation principles into their daily practices. They vary from advising the tourist to consume water sparingly within the rooms, help reclamation of local water bodies, investing in rain water harvesting and recycling sewage and waste water for gardening and other uses.

Like all other development activities, tourism has a challenge to control pollution and adopt effective waste-management practices. The advantage is dual – not just that the environmental and ecological balance is maintained but that the beauty and pristine nature of the destination remain as an attraction forever.

Some of the activities that could be explored within responsible tourism on the above issues are:

- Encouraging industry to adopt recycling, composting as a means of treating solid and non-solid wastes,
- Discouraging the use of non-biodegradable things like plastic as far as possible,
- Giving tourists/residents tips on garbage segregation which makes recycling a faster and more effective task,

Government monitoring of pollution levels at major tourism destinations using latest technology developed that covers air pollution and noise pollution in busy tourist destinations, water pollution in tourist areas with water bodies like lakes, ponds and backwaters and all forms of pollution in biodiversity-sensitive areas like forests and mangroves etc.

I.2 Why it is taken up in the Kerala scenario

Kerala has emerged as one of the prime tourism destinations on the national and international map. In 2006, foreign tourist arrivals rose by around 25% with the total number of international likely to be close to 4.5 lakh. In 2005, the total number of foreign tourist arrival was around 3.4 lakhs and the number of domestic tourist arrival numbering to 59.4 lakhs. The total earnings from tourism (including direct and indirect) in 2005 is estimated as Rs.7738 crores, showing an increase of 13.31% comparing to the figures in 2004. The World Travel and Tourism Council (WTTC) has forecast that Kerala will record 11.6 per cent annual growth in tourism during the coming decade, the highest in the world for any tourism destination.

Although tourism statistics show that a large amount of revenue is brought into the state, factors like the rate of leakage of tourism receipts and to what extent the local economy retains the revenues generated by tourism is still not clear. Across the world, more and more travelers are becoming sensitive to the impact their holidays make in the local community and environment. Host communities are examining avenues for increasing local benefits from tourism, while minimizing its adverse impacts.

Kerala is ideally suited to take the challenge of implementing Responsible Tourism. The availability of plenty of natural resources, skilled manpower, supportive and entrepreneurial community, strong local self government, civil society organizations, micro enterprises, academicians, responsible media etc along with the responsive tourism industry position the state unparalleled to other tourist destinations in the world to implement and experiment 'Responsible Tourism'.

I.3 Participatory Planning Process

Kerala Tourism is now keen to take forward the concept of responsibility in tourism into practice. The vision is to create a broad consensus on adoption of responsible tourism practices by all stakeholders. It will be important to learn from initiatives around the country and at international level in responsibility towards setting a framework that could apply in the Kerala context. The way forward is to engage with stakeholders in a discussion, learn from their experiences and gauge their expectations on the issue of responsibility in tourism.

It was with this in view, the Department of Tourism, Government of Kerala organised a state-level consultation on Responsibility in Tourism in association with the International Centre for Responsible Tourism - India (ICRT India) and EQUATIONS (Equitable Tourism Options) at the "*Kanakakunnu palace*", Thiruvananthapuram on the 2nd and 3rd of February 2007.

The two-day workshop was attended by wide range of stakeholders including representatives from government, local self governments, tourism industry, civil society organisations, academicians, media and also members of the legislative assembly. The first day was basically introducing the theme and generating points with the help of a framework and case studies that could be discussed further in the sub groups in the following day. On the second day, the groups were able to discuss in details on various aspects of responsibility in tourism and also come up with ways forward to sort existing issues in tourism.

I.3.i State Level Committee formation

At the end of the workshop at *Kanakkunnu*, a state level working committee was constituted with representation from various sectors to take forward the discussions that emerged during the workshop and move towards a responsible tourism destination.

Working Committee for Responsible Tourism**Member of Legislative Assembly**

1. Prof. C. Ravindranath, MLA, Kodakara Constituency, Lakshmi Bhavan Panthalathu lane, Kanattukara, Thrissur Pin code 680011 ☎ 0487 2383229
2. T. N Prathapan, MLA, Nattika Constituency, Thottungal House, Thalikkulam P.O Pin code 680569 ☎ 0487 2600717 email id: tnprathapan@niyamasabha.org

Local Self Government

1. Shri. K. Narayanan, State President, Panchayath Association. ☎98953 28728 (M)
2. Smt. P. Sreeja, President, Dharmadaom Grama Panchayath, Thalassery, Kannur ☎: 0490 2345754 (O) 94955 61129 (M)
3. Shri. M. S. Vasu, President, Kumily Grama Panchayat, Idukki ☎ 04869 222035 (O) 94479 73818 (M)
4. Shri. G. C. Damodaran, President, Kumarakam Grama Panchayat, Kottayam ☎ 0481 2524322 (O) 94463 24486 (M)
5. Smt. Annie John, President, Kodanchery Grama Panchayath, Kozhikode ☎ 0495 2236230 (O)
6. Shri. Aryadan Shoukath, President, Nilambur Grama Panchayat, Malappuram ☎ 04931 220365 (O) 94470 00070 (M) email id: aryadannilambur@yahoo.com
7. Shri. K. P. Kunjahamedkutty, District Panchayat President, Kozhikode ☎ 0496 2596466 (O) 94471 59856 (M)
8. Shri. P. Gagarin, Vice President, Kalpetta Block Panchayath, Wayanad ☎ 04936 202265 (O) 94951 76892 (M)

Industry

1. Shri. Cherian Philip, Chairman, KTDC, Mascot Square, Thiruvananthapuram. ☎ 94465 76699 (M) email id:
2. Shri. K C Chandrahasan, Managing Director, Kerala Travels Interserve Ltd., Ganesh Vilas, AIR Road, Vazhuthacaud, Thiruvananthapuram 695014 ☎ 0471 2331558 (O) 98470 62685 (M) email id: ktcorporate@asianetindia.com
3. Shri. E M Najeeb, Managing Director, Air Travel Enterprises, Thiruvananthapuram ☎ 98460 63767 (M) email id: emnjaeeb@atetravel.com

4. Shri. Sidarth Dominic, Director, CGH Earth, Casino Building, Wellington Island, Kochi ☎ 0484 2668221 (O) 98470 34485 (M) email id: sidarthdominic@cghearth.com
5. Shri. G. Sudhiesh Kumar, Managing Director, Hotel Sea Face, Kovalam ☎ 0471 2481835 (O) email id:
6. Shri. Jose Mathew, Managing Director Rainbow Cruise, V.C.N.B Road, Opp. Boat Jetty, Alappuzha ☎ 0477 2241375 (O) 98470 44066 (M) email id: rainbow@ipath.net.in
7. Shri. Gikku George, Secretary, Homestay Owners Association, Prince House, Arathooty, Kottayam ☎ 0481 2560479 (O) 98951 72887 (M) email id: homestaydtpckottayam@yahoo.co.in; gikkugeorge2002@yahoo.co.in

Non Governmental Organization

1. Prof. M. K. Prasad, Executive Chairman & Director, Information Kerala Mission, Pratheeksha, 3/903 Near College of Engineering, Pangappara PO Thiruvananthapuram 695581 ☎ 0471 2595832/2595833 (O) email id: prasad_mk@hotmail.com
2. Shri. Saroop Roy B.R., EQUATIONS, TC 27/788, 'LISA' D-5, Opp. ARA 112, Athani Lane, Vanchiyoor PO, Thiruvananthapuram 695035 ☎ 94470 79763 (M) email id: sarooop.r@equitabletourism.org
3. Shri. Gopinath Parayil, ICRT-India (ICRT India) #7, 1st Floor, 7th Main, Indiranagar, Bangalore 560038 India ☎ 080 32906620 email id: gopi@theblueyonder.com
4. Shri. Jayakumar C., Thanal Conservation Action and Information Network, PO Box 815, L14 Jawahar Nagar, Kawdiar PO, Thiruvananthapuram 695003 ☎ 94470 16587 email id: jayakumar.c@gmail.com
5. Smt. Aleyamma Vijayan, Sakhi Resource Centre for Women, TC 27/2323, Convent Road, Vanchiyoor, Thiruvananthapuram 695001 ☎ 0471 2462251 (O) 98475 63506 (M) email id: sakhi@asianetindia.com
6. Shri. T. Sivaraj, URAVU, Thrikkaipetta PO, Wayanad 673577 ☎ 04936 231400 (O) 94953 88764 (M) email id: uravu2001@yahoo.com
7. Smt. Siji Joseph, Chairperson, Community Development Society, Kudumbashree Kamakshi Grama Panchayat, Idukki ☎ 04868 226157 (O) 04868 275939 (R)

Government

1. Dr. Venu V. IAS, Secretary, Dept. of Tourism, Government of Kerala, Secretariat, Thiruvananthapuram ☎ 0471 2327550 (O) 94469 80880 (M) email id: venu@keralatourism.org
2. Smt. Sarada Muraleedaran IAS, Executive Director, Kudumbashree State Poverty Eradication Mission, TC 14/582 (1), Opp. Valsala Nursing Home, Nandavanam, Thiruvananthapuram 695033 ☎ 0471 2328320 (O) 94465 66440 (M) email id: sarada.muraleedharan@gmail.com
3. Shri. Sanjay Kaul, Director Tourism, Park View , Thiruvananthapuram 695033 ☎ 0471 2322547 (O) 93497 51451 (M) email id: sanjay@keralatourism.org

4. Shri. K. G. Mohanlal IFS, Managing Director, KTDC, Mascot Square, PMG Jn., Thiruvananthapuram, ☎ 94477 30470 (M) email id: kg_mohanlal@yahoo.com
5. Shri. T. P. Narayanankutty IFS, Director, Ecotourism, Gokulam, T.C. 15/1170, Krishnavilasm Road, Vazhuthakadu, Thiruvananthapuram ☎ 0471 2329770 (O) 94470 66590 (M) email id: info@thenmalacotourism.com
6. Shri. U V Jose, Additional Director (Planning & Projects) , Department of Tourism, Thiruvananthapuram ☎ 0471 2322846 (O) 94471 13172 (M) email id: uvjose@keralatourism.org
7. Shri. James Zacharia, Assistant Conservator of Forest, Aranya Bhavan, Forest Complex, SH Mount, Kottayam - 6, ☎ 0481 2311741 (O) 98470 21896 (M) email id: jameszm@rediffmail.com
8. Shri. Jagjeevan, Kudumbashree State Poverty Eradication Mission, TC 14/582 (1), Opp. Valsala Nursing Home, Nandavanam, Thiruvananthapuram 695033 ☎ 0471 2328320 (O) ☎ 94471 72199 (M) email id: jagjeevan65@yahoo.co.in
9. Shri. E C Raveendran, DTPC Secretary, Taluk Office Compound, Kannur ☎ 0497 2706336 (O) 94474 47599 (M) email id: ecraveendran@hotmail.com
10. Dr. Muraleedaran Menon, Shiva Bhavan, TC 49/722 Attukal, Manacaud P O Thiruvananthapuram.☎: 93878 12067 (M) 0471 2642099 (R) email id: menon-muralee2000@yahoo.com

Academicians

1. Dr. B Vijayakumar, Principal, KITTS, Residency Building,Thycadu, Thiruvananthapuram ☎ 0471 2323989 email id: vijayakumar1954@yahoo.com
2. Dr. K. Ravi, (Former Consultant, Common Wealth Secretariat, London), Kesaveeyam, House No.76, Vrindavan Gardens, Pattom Palace PO, Thiruvananthapuram ☎0471 2554435

Media

1. Shri. K. V. Ravisankar, Editor, Tourism India, Kochar Road, Sasthamangalam, Thiruvananthapuram ☎ 0471 2315256 (O) 98470 60531 (M) email id: tourismindia@asianetindia.com
2. Shri. Anil Radhakrishnan, Senior Reporter, The Hindu, Airport Road, Vallakadavu, Thiruvananthapuram ☎: 0471 2502004 extn. 233 (O) 98470 65346 (M) email id: anilrs@thehindu.co.in
3. Shri. R. S. Babu, Deshabimani, PM No. 20, Deshabimani Road, Thampanoor, Thiruvananthapuram ☎: 0471 2331013
4. Shri. R. Ayyappan, Reporter, The Indian Express, Thiruvananthapuram ☎ 0471 2728530 (O) 94475 55807 (M) email id: apps3@gmail.com
5. Shri. S. Biju, Coordinating Editor, Asianet Communications Limited, Asianet Complex, Puliyarakonam PO, Thiruvananthapuram 695 573 ☎ +91 98470 30931 (M) email id: sbijuasianet@yahoo.co.in

The first State Level Committee met on 20th April 2007 decided to take up the implementation in phases, taking Kovalam, Thekkady, Kumarakom and Wayanad in the first phase and finalized the broad steps to be taken on the way forward. (Minutes: Appendix 1)

The following were the main decisions taken by the Committee;

- To formulate 3 working groups from among the members of the State Level Working Committee in Economic, Environmental and Socio-cultural sectors to discuss and finalize the actions to be taken on each sector.
- To take up Kovalam, Kumarakom, Wayanad and Thekkady for the implementation in the first phase. Any other destination desirous on starting the initiatives will be supported by Department
- To formulate and submit a scheme and submit to Government for sanction
- To position Implementation Cells at Directorate and at each selected destinations

The Committee also finalized the steps of implementation at the selected destinations.

Proposed Steps for Implementation

Step 1: Hold destination level meetings at selected destinations of tourism industry, local self government and other related government agencies, NGOs and local community representatives and identify agreed industrial partners.

Step 2: Constitute Destination Level Co-Ordination Committees (Local RT Committees) and local Working Groups after the destination level meeting

Step 3: To conduct industry surveys (only of the agreed partners) and survey of local resources for assessing the Demand-supply gaps and fixing the targets of RT indicators

Step 4: Sign agreements with local service providers and tourism industry partners after fixing the targets for achievements

Step 5: Work on government Initiatives on consolidation of supportive schemes of various departments, formulating standards on the local economic/ social/ environmental aspects, classification /incentives systems, code of ethics, local level capacity building, legal and legislative frameworks

Step 6: Conduct awareness campaign

Step 7: Continue the efforts in identifying more industry partners with the target of majority of tourism industry adopt Responsible Tourism principles within 5 years

Step 8: Spread the implementation to more destinations

The second State Level Committee held on 10th August 2007 at Hotel Mascot, Thiruvananthapuram discussed about the decisions taken in the previous meeting and the actions accomplished on the same. The Committee approved the action taken report. (Minutes: Appendix 2)

Dr. B Vijayakumar, Principal, KITTS presented the salient features of the Demand survey conducted among the hotels who agreed for partnering with Kerala Tourism on the RT initiatives. Dr. Vijayakumar then presented the analysis of the survey and the demand forecast under the following subheads;

- Vegetables demanded & can be produced any where in Kerala
- Vegetables demanded & can be produced in high ranges
- Fruits demanded mainly outside from Kerala
- Demand for live stock products
- Demand for processed food
- Demand for provisions
- Demand for milk and milk products and
- Other items such as mineral water etc

He also presented the aggregate annual demand of all the above subgroups, percentage of local level employment generation and details of outsourcing.

Smt. Sarada Muraleedharan IAS, Executive Director of Kudumbashree addressed the Committee and pointed out that Kudumbasree is ready to take the challenge of ensuring timely supply of quality items. Kudumbasree will work out a strategy which do not completely dependent on tourism, but will also cater to a portion of the local demand. She said that the volume required to cater to the tourism industry is not that large. She also reiterated that Kudumbasree is not ready to be positioned only as an agent for supply, but like to be more as a producer and supplier.

During the discussion, the members of the committee including Sri T N Prathapan MLA opined that Kudumbashree should also look into associating with various other potential groups who can supply the required items and form a consortium to ensure regular supply. After detailed discussions Kudumbasree was requested to continue the planning process including trainers training on surveys, integrating with state plan proposals etc.

Sri. Jayakumar of M/s Thanal presented the approach and strategies planned by the Environmental Responsibility Group. The findings of the Social Responsibility Group were presented by Dr. Murali Menon.

Finally a committee was formed to draft the guidelines for Destination Level Responsible Tourism Committee (DLRTC).

I.3.ii. Destination Level Committee formation

The first step in implementation of RT at selected destinations was to organize one-day workshops at the selected destinations. Workshops were organized at 4 destinations and Working Groups have been formed for 3 core areas of RT. All the stakeholders including tourism industry partners (hoteliers, restaurant operators, tour operators, travel agents, home-stay operators, souvenir shop owners, various agencies offering tourism products etc), representatives from local self-governments, people's representatives, NGOs / CSOs, government officials, academicians, media etc. actively participated in the workshop. The details of the meetings are provided below:

1. **Wayanad**: Meeting held on 6th may 2007 from 10 am to 3.30 pm at hotel Green gates, Kalpetta
2. **Kovalam**: Meeting held on 8th may 2007 from 10 am to 3 pm at Swagath holiday resort, Kovalam
3. **Kumarakom**: Meeting held on 16th may 2007 at Attamangalam church auditorium
4. **Thekkady**: Meeting held on 23rd June 2007 from 10.30 am to 2.30 pm at Periyar house, Thekkady

As per the decision taken in the State Level Committee to form Destination Level Committees, concerned Local self Governments at destinations took initiatives to form the Destination level Committee with representation from all sectors.

II

Guidelines for

State Level

Responsible Tourism Committee [SLRTC]

- 1. Name**
- 2. Definitions**
- 3. Aims and Objectives**
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 - i. General Body**
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 - c. Meetings**
 - ii. Executive Committee**
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 - b. Roles and responsibilities of the Office Bearers**
 - iii. Working Groups**
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 - v. Support Mechanism (State Cell)**
- 7. Fund Management**
- 8. Amendment**
- 9. Termination**
- 10. Raising of Loans**

II. 1. Name:**State Level Responsible Tourism Committee (SLRTC)****II. 2. Definitions:**

Responsible Tourism: (herein after will be mentioned as RT)

The definition often preferred on Responsible Tourism is that *'it is about creating better places for people to live in and better places for people to visit'*. It generates greater economic benefits to local people and enhances the wellbeing of host communities. It also makes positive contributions to the conservation of natural and cultural heritage, and maintenance of the world's diversity. In brief, RT is travel that takes into consideration the natural, socio-cultural, economic and political contexts of a destination in the search to increase benefits and minimize negative impacts. RT focuses on 3 major areas, namely: Economic, Social and Environmental Responsibilities.

Having the following characteristics, Responsible Tourism:

- minimizes negative economic, environmental, and social impacts;
- generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry;
- involves local people in decisions that affect their lives and life chances;
- makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity;
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues; and
- is culturally sensitive, engenders respect between tourists and local community and builds local pride and confidence.

State Level Responsible Tourism Committee: (herein after will be mentioned as SLRTC)

This Committee holds all the powers to plan and execute the RT programme in the State through the Dept. of Tourism. The Committee comprises of a broad mix of representatives of government, local self governments, tourism industry, civil society organizations, academicians, media, members of the legislative assembly, organizations involved in tourism and individuals who can contribute high levels of professional expertise in the area

Destination:

Destination is a place of tourist interest. For being eligible under the RT Programme, the destination must be among the most visited sites in the State, or a recognized Heritage monument. A group of tourist attractions located in the same Gramapanchayath, Block or District would also qualify. They will be selected on the basis of its tourism potential in consultation with the State Governments. The Destinations to be taken up for RT Initiative will be identified by the Dept. of Tourism recommended by the SLRTC at the beginning of each year.

Destination Level Responsible Tourism Committee: (herein after will be mentioned as DLRTC)

This Committee holds all the powers to plan and execute the RT programme in the destination in principle with the SLRTC guidelines from time to time. The whole responsibility for the implementation of RT programme at the destinations relies on this Committee. The Committee will have representatives of government, local self governments, tourism industry, civil society organizations, academicians, media, members of the legislative assembly, organizations involved in tourism and individuals who can contribute high levels of professional expertise in the area

II. 3. Aims and Objectives

- (1) To guide the development of a strategy and provide a framework for responsible tourism programme in the State.
- (2) To provide detailed policy and administrative guidance and direction to the RT Programme in the State.
- (3) To aid and direct State RT Cell for the implementation of the Programme
- (4) To plan, manage and periodically monitor the RT programme in the State as a whole and at destinations as well as extend and promote RT to broad platforms.
- (5) To act as a platform for partners and stakeholders to consult together on matters of common concern in the field of RT
- (6) Review and evaluation of implementation of various act and rules concerning the implementation of Responsible tourism
- (7) To ensure transparency and accountability in the State RT Initiatives
- (8) To provide instructions, authorizations and updated information to the partners and stakeholders from time to time.

- (9) To address any issue related to RT as may be necessary to give effect to this programme
- (10) To act as an Apex body of the State RT Programme to brief, direct and recommend Government for decisions, functions and procedures.

II. 4. Procedure for selection to SLRTC

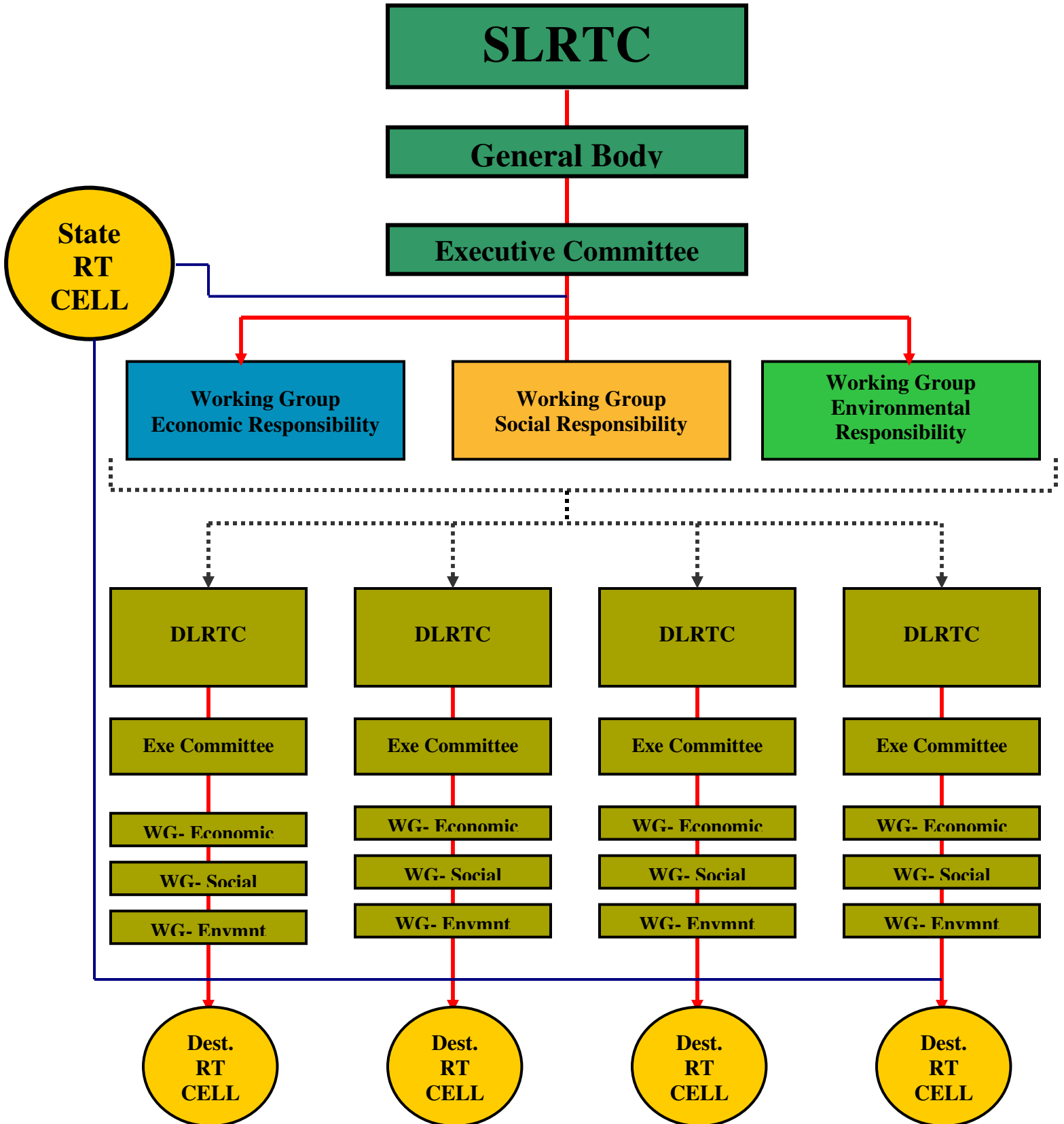
The General Body of the Committee is made up of a broad mix of representatives of government, local self governments, tourism industry, civil society organizations, academicians, media, members of the legislative assembly, organizations involved in tourism and individuals who can contribute high levels of professional expertise in the area, recommended by the State Level workshop of all the stakeholders held by Department of Tourism.

SLRTC shall constitute an Executive Committee, members of which will be nominated annually by the General Body and shall proceed in accordance with the guidelines from SLRTC. The management and control of the SLRTC is entrusted to the Executive Committee.

II. 5. Meetings and quorum

The Executive Committee shall ordinarily meet once in every two months and the General Body of SLRTC once in 6 months. 7 and 15 members of the Council including the chairman/Vice Chairman shall constitute the quorum of the meeting of Executive Council and SLRTC meeting respectively. Special meetings of SLRTC may be convened with due notice in case of emergency. Allowances will be provided to the members for attending the meetings of SLRTC or Executive Council as decided by Department of Tourism from time to time. The travel in connection with delivering of the objectives of the SLRTC will be treated as part of the duty of the Officers involved. TA will be provided to the non-official members also.

II. 6. Organizational structure



II.6.i General Body of SLRTC

(General Body is the SLRTC itself with all its members)

a. Roles and responsibilities

1. The General Body is the supreme authority in all matters of SLRTC
2. The General Body consists of all the members of SLRTC.
3. The General Body shall meet at least once in 6 months. In addition, it may meet any number of times as required.
4. A notice of fifteen days is required for convening a meeting of the General Body.
5. The quorum for the General Body shall be 50 percent of membership or 15 members, whichever is lower. If after the expiry of 30 minutes after the time fixed for the meeting, the meetings shall be adjourned for such a date as the Chairman may fix if there is no quorum. No quorum shall be necessary for a meeting adjourned for want of quorum.
6. One meeting of the General Body shall be designated as the Annual General Body meeting. This meeting shall, inter alia,
 - (a) Discuss the Annual Report of Activities of RT Programme and the audited statements of account, and pass them after satisfying themselves of their veracity.
 - (b) Consider awarding membership to those recommended by the Exe.Com.
 - (c) Nominate the Executive Committee (Exe.Com) for the next term
 - (d) Discuss and pass the Annual Budgets and work plans presented by the Exe.Com.
7. All properties, movable and immovable of the RT Programme shall vest with the General Body.
8. Decisions shall be taken by a majority of votes of the members present and voting.

9. The General body shall have all such powers and shall perform all such functions as are necessary or proper for achievement or furtherance of the objectives of the SLRTC.

b Tenure of Office and membership

The tenure of office of the Governing Body shall be for a period of three years. Resignation of the member from the Committee shall be rendered to the SLRTC and shall not take effect until SLRTC has accepted it. SLRTC and Executive Committee holds all powers to expel a member in case of any detrimental act is reported to the Committee which is undesirable in the context of RT. Absence continuously for three meetings without notice also causes automatic eviction from the membership.

c. Governing Body Meetings

The Governing Body shall meet only in the presence of the Chairman. But, in unforeseen circumstances, if the Chairman is not able to attend, he can authorize the Vice Chairman of the Governing Body in writing to Chair the meeting. The Meetings shall be convened at least once in six months and as often as necessary, as per the direction of the Chairman of the SLRTC. *Fifteen days* notice shall be given for a meeting. However, in an emergency, the Chairman may convene the meeting within 24 hours.

II.6.ii Executive Committee

a. Roles and responsibilities

1. The Exe.Com shall consist of a maximum of 15 members nominated from the General body. The Executive Committee will consists of Chairman, Convener, and Co-convenors of the working groups and nominated members by the Governing Body
2. The Chairman and Convener of the Executive Committee will be the same as that of the governing Body.
3. The Exe.Com shall meet once in 2 months during which the Convener will present a report of activities.
4. The Exe.Com shall be authorized to mobilize funds for the smooth conduct of the SLRTC from any appropriate agency, in the forms of grant or loans or any other financial instruments.

5. The Exe.Com may enter into any agreement with any agency for successful achievement of the objectives of the SLRTC.
6. The Exe.Com shall frame the rules, regulations, duties and responsibilities of work of the SLRTC
7. Decisions shall be taken by a majority of votes of the members present and voting.
8. In the event of a tie, the Chairman shall have a casting vote.
9. The Exe.Com may transact urgent matters by circulation of papers, if so desired by the Chairman.

Roles and responsibilities of the Office Bearers

1. Chairman

1. The Chairman shall preside over all meetings of the Exe.Com
2. The Chairman shall direct the Convenor to convene Exe.Com and General Body meetings
3. The Chairman shall maintain general oversight over the activities of the SLRTC

2. Vice Chairman

1. The Vice Chairman shall discharge the duties of the Chairman in the absence of the Chairman

3. Convenor

1. The Convenor shall convene Exe.Com meetings.
2. The Convenor shall convene General Body meetings upon instructions from the Exe.Com
3. The Convenor shall present a report of activities at the General Body meeting
4. The Convenor shall represent the SLRTC for any negotiation, contract, or agreement provided that the Exe.Com decision exists for this purpose.
5. The Convenor shall appoint and remove staff provided the decision for this has been adopted by the Exe.Com. The Convenor will also arrange for period appraisal of the performance of the staff of the SLRTC and take remedial action where required.

6. The Convenor shall prepare and present work plans, budgets, and any other documents to the Exe.Com and subsequently to the General Body Meeting.
7. The Convenor will be responsible for operations of the office and he can delegate his duties and responsibilities to members or employed persons
8. The Convenor shall manage all the day-to-day activities of the SLRTC. In this, the Convenor shall be guided by the guidelines of the SLRTC as well the policies and decisions of the Exe.Com.
9. The Convenor shall arrange for the safe keeping of all the records and correspondence of the SLRTC.

II.6.iii. Working Groups

a. Economic Responsibility

The working group on Economic responsibility will function based on the following guiding principles:

- Assess economic impacts before developing tourism and exercise preference for those forms of development that benefit local communities and minimize negative impacts on local livelihoods (for example through loss of access to resources), recognizing that tourism may not always be the most appropriate form of local economic development.
- Maximize local economic benefits by increasing linkages and reducing leakages, by ensuring that communities are involved in, and benefit from, tourism. Wherever possible use tourism to assist in poverty reduction by adopting pro-poor strategies.
- Develop quality products that reflect, complement, and enhance the destination.
- Market tourism in ways which reflect the natural, cultural and social integrity of the destination, and which encourage appropriate forms of tourism.
- Adopt equitable business practices, pay and charge fair prices, and build partnerships in ways in which risk is minimized and shared, and recruit and employ staff recognizing national as well as international labor standards.
- Provide appropriate and sufficient support to small, medium and micro enterprises to ensure tourism-related enterprises thrive and are sustainable.

b. Social Responsibility

The working group on Social responsibility will function based on the following guiding principles:

- Actively involve the local community in planning and decision-making and provide capacity building to make this a reality.

- Assess social impacts throughout the life cycle of the operation – including the planning and design phases of projects - in order to minimize negative impacts and maximize positive ones.
- Endeavour to make tourism an inclusive social experience and to ensure that there is access for all, in particular vulnerable and disadvantaged communities and individuals.
- Combat the sexual exploitation of human beings, particularly the exploitation of children.
- Be sensitive to the local culture, maintaining and encouraging social and cultural diversity.
- Endeavour to ensure that tourism contributes to improvements in health and education.

c. Environmental Responsibility

The working group on Environmental responsibility will function based on the following guiding principles:

- Assess environmental impacts throughout the life cycle of tourist establishments and operations – including the planning and design phase - and ensure that negative impacts are reduced to the minimum and maximizing positive ones.
- Use resources sustainably, and reduce waste and over-consumption.
- Manage natural diversity sustainably, and where appropriate restore it; and consider the volume and type of tourism that the environment can support, and respect the integrity of vulnerable ecosystems and protected areas.
- Promote education and awareness for sustainable development – for all stakeholders.
- Raise the capacity of all stakeholders and ensure that best practice is followed, for this purpose consult with environmental and conservation experts.

II.6.iv Co- Conveners for the Working Groups

Working groups in the three thematic areas will select Co-convenors who will take the lead and authority to call for meetings of the working groups from time to time and manage the proceedings.

II.6.v Support Mechanism (State Cell)

An Implementation Cell at the Tourism Directorate will function as the supportive mechanism for the day to day actions and implementation of the RT programme with the following manpower;

1. 1 State Level project leader
2. 1 Project assistant
3. 1 Computer assistant with GIS background
4. 1 Office Assistant

All these posts will be purely of temporary nature initially for a period of 1 year extendable for 3 years, on contract basis recruited from the market.

The State Level Coordinator will directly report to the Additional Director (Planning and Projects), Department of Tourism (Convener, SLRTC)

II.7 Fund Management

1. The Chairman will be generally in charge of the finances of the SLRTC delegating the Convener for day to day financial affairs.
2. An account or accounts may be opened in the name of the SLRTC in such Bank or Banks as the Governing Body may decide from time to time. All cheques shall be signed by the Chairman and Convenor.

II.8 Amendments

1. The guidelines can be amended through a proposal put forward by the ExeCom and circulated before a General Body meeting convened, inter alia, for this purpose
2. The proposed amendment has to be approved by 2/3 rd of members present, provided a quorum exists.

II.9 Termination

On dissolution of the SLRTC, it shall be amalgamated with the Department of Tourism with all assets and liabilities or the assets after discharging all charges and obligations shall be transferred to the Government. Assets and profits shall not be distributed among the members of the SLRTC.

II.10 Raising of Loans

The Governing Body is empowered to raise loans from individual, bank, Governmental Organisations, or other financial institutions to attain the objects/purposes of the SLRTC on such terms and conditions that the Governing Body may from time to time decide. The Convenor or in his absence any office bearer shall execute all documents/agreements on behalf of the SLRTC.

III

Guidelines for

Destination Level Responsible Tourism Committee [DLRTC]

1. Name
2. Aims and Objectives
3. Procedure for selection of a destination
4. Procedure for selection to DLRTC
5. Meetings and quorum
6. Organizational Structure
 - a. General Body
 - ❖ Roles and responsibilities
 - b. Executive Committee
 - ❖ Roles and responsibilities
 - c. Working Groups
 1. Economic Responsibility
 2. Social Responsibility
 3. Environmental Responsibility
 - d. Co-convenors
 - e. Support Mechanism (Destination Cell)
7. Fund Management
8. Amendment
9. Termination
10. Raising of Loans

II.1 Name**Destination Level Responsible Tourism Committee (DLRTC)****III.2 Aims and Objectives:**

- 1) To monitor and manage the RT programme and projects at the destination
- 2) To ensure implementation of RT at the destination
- 3) To lead the participatory planning process at the destination for the decisions and actions for implementation.
- 4) Coordinate the working groups in Economic, Social and Environmental areas for meticulous and realistic action plans
- 5) To ensure participation of stakeholders from various walks of life in RT
- 6) Support the function of Destination Cell to professionalize RT at the destination.
- 7) Ensure accountability and transparency in the programme.

III.3 Procedure for selection of a destination

Government from time to time on the recommendation of Director, Department of Tourism, will decide the destinations where the RT programmes are to be initiated, approved by the SLRTC. Director of Tourism may take the opinion of DTPCs before selecting the destination for the implementation of RT.

III.4 Procedure for selection of DLRTC and membership

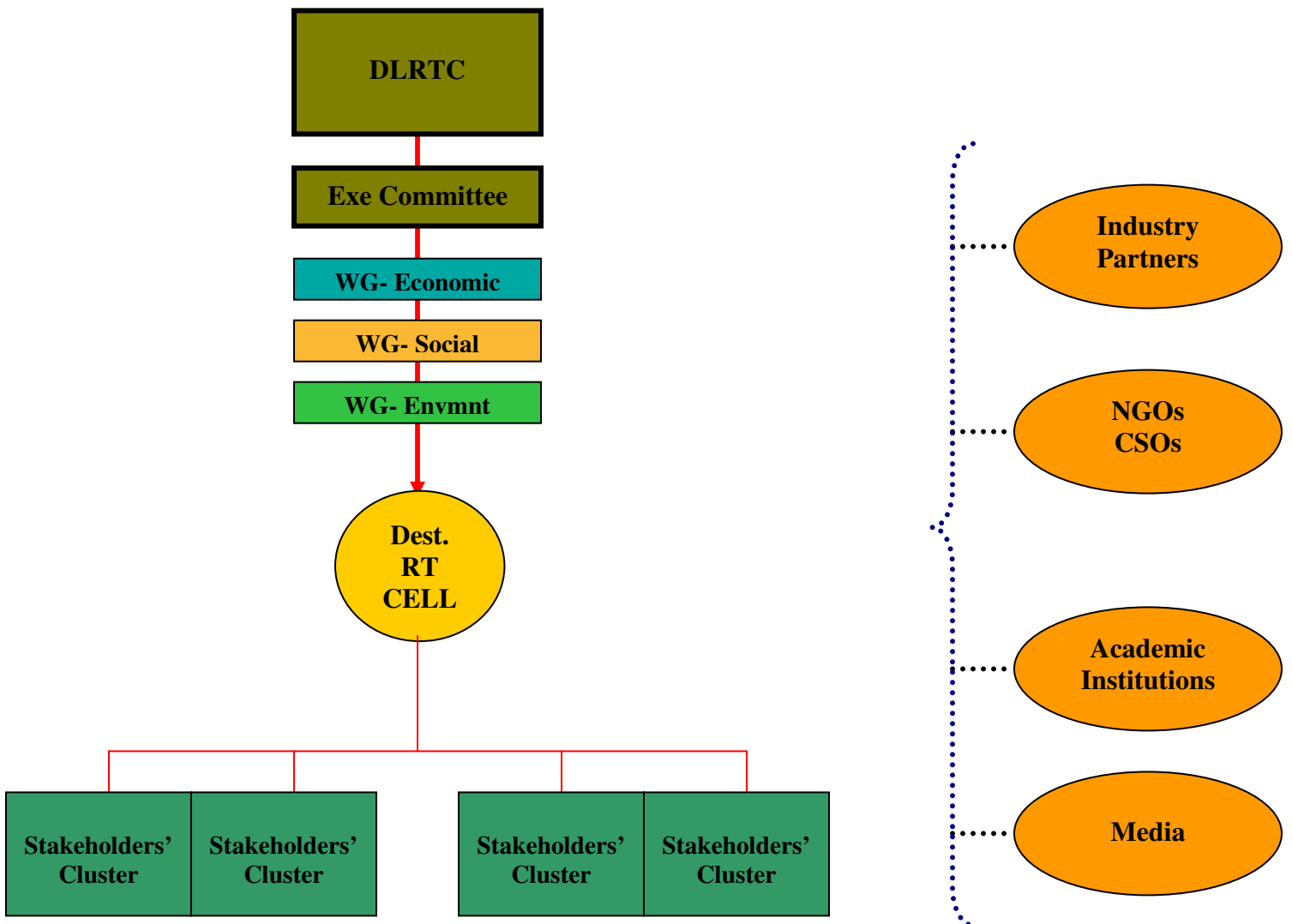
The Committee consists of representatives of government departments, local self governments, tourism industry, civil society organizations, academicians, media, and organizations involved in tourism and individuals who can contribute high levels of professional expertise in the area, recommended by the Working Committee. The membership of DLRTC should be limited to a maximum of 50. The tenure of the nominated members of the DLRTC shall be for a period of 1 year, which may be extended by DLRTC. Resignation of the member from the Committee shall be rendered to the DLRTC and shall not take effect until SLRTC has accepted it. DLRTC and Executive Committee holds all powers to expel a member in case of any detrimental act is reported to the Committee which is undesirable in the context of RT. Absence continuously for three meetings without notice also cause automatic eviction from the membership.

II. 5 Meetings and quorum

The DLRTC shall ordinarily meet once in every six months. 15 members of the Council including the chairman/Vice Chairman shall constitute the quorum of the meeting of the

DLRTC meeting. Special meetings of DLRTC may be convened with due notice in case of emergency. No allowance will be provided to the members for attending the meetings of DLRTC. The travel in connection with delivering of the objectives of the DLRTC will be treated as part of the duty of the Officers involved.

III.6 Organizational structure



III.6.i General Body of DLRTC

1. The DLRTC shall have all such powers and shall all such functions as are necessary or proper for the achievement or furtherance of it’s objectives
2. General body monitors and manages the RT programme and projects at the destination and ensures successful implementation of RT at the destination
3. Membership of the DLRTC is limited to 50.
4. An Executive Committee and sub-committees for each core areas shall be constituted at Destinations, to support the DLRTC
5. Multisectoral partnership and involvement of multiple stakeholders should be ensured in the DLRTC, Executive Committee and sub committees at DLRTC.
6. The areas where DLRTCs can not take decisions and steps like policy issues and interdepartmental issues shall be handed over to the SLRTC.
7. Monetary aspects of the RT programme shall be channeled from the State cell to the Destination Cell as per approved plan based on the action plan prepared and duly submitted by DLRTC.
8. DLRTC, EC and the sub-committees shall follow the operational guidelines issued from the SLRTC from time to time for the proficient management of the programme.

DLRTC shall be formed with the following obligatory positions:

- | | | |
|---------------|---|--|
| Patrons | - | Member of Legislative Assembly representing the destination District Panchayath President District Collector Superintendent of Police Block Panchayath President |
| Chairman | - | President/Chairperson of Local Body in which major portion of the destination falls |
| Vice Chairman | - | Vice President/Chairperson of Local Body |

| | | |
|----------|---|---|
| Convenor | - | As decided by Department of Tourism |
| Members | - | Members of LSGs (District/Block/Grama) falling within the destinations, Govt. Officials from various Departments, Chairperson of Kudumbasree of the local body, Representative of Technical Institutions, if any in the area, Academicians and professional in the area, Nominees from among Hotel&Restaurant/Travel&Tour/ Culture/ NGOs/Co-operative Societies/Clubs, Representative from Homestay association, Nominees of Government, Any other officials relevant to the destination recommended by Department/ DTPC. |

III.6.ii Executive Committee (EC)

- 1) An Executive Committee shall be constituted at Destinations, to support the DLRTC with 9 to 15 members nominated from the DLRTC.
- 2) The business and the affairs of the DLRTC shall be carried on in the name of DLRTC by the Executive Committee.
- 3) Sub-committees on each core areas namely: Economic, Social and Environmental responsibilities shall be formed for strategic planning, directive discussions and proceedings with a membership ranging from 9 to 11.
- 4) Sub-committees can further co-opt members from among the DLRTC for technical support, if necessary with the approval of the EC.
- 5) To lead the sub-committees, Coordinators shall be nominated from the concerned Subcommittees.
- 6) This EC will deal with the immediate discussions and decisions at field level and will forward the suggestions and decisions to the DLRTC for approval.
- 7) EC will meet once in every two months while DLRTC meet once in 6 months.

Executive Committee shall be formed with the following obligatory positions according to their presence/ differential features at the destination:

| | | |
|----------------------------|---|---|
| Chairman | - | President/Chairperson of Local Body in which major portion of the destination falls |
| Vice Chairman (Ex-officio) | - | Vice President/Chairperson of Local Body |
| Convenor | - | As decided by Department of Tourism |
| Members | - | Co-Convener Economic Working Group Co-Convener Social Working Group Co-Convener Environmental Working Group Academic Representative NGO Representative DMC Kudumbasree Agriculture Officer Veterinary Surgeon Hoteliers Representative Rep. of Cultural Organization Homestay Representative Representative of Environmental Organizations |

III.6.iii Working Groups (Sub-committees)

(See the guiding principles for SLRTC Working Groups)

Working groups at DLRTC will function in the three core areas of RT namely:

- a. Economic
- b. Social
- c. Environmental

DLRTC Working groups will discuss further on the findings and suggestions of SLRTC working groups on concerned areas in their destination. The trials to an Action Plan for the destination in each core area are the responsibility of the concerned working groups at DLRTC. The process should follow the below mentioned steps:

- A. Frame Aims and Objectives
- B. Identify and prioritize Issues pertaining to the area
- C. Strategies to tackle the issues
- D. Inputs to prepare framework for action
- E. Targets and time line
- F. Partners and possible collaborations (Who is responsible for specific activities))
- G. Indicators for measuring achievements
- H. Financial outlay for specific activities (micro-budgeting)

III.6.iv Co- Conveners for the Working Groups

Working groups in the three thematic areas will select Co-conveners who will take the lead and authority to call for meetings of the working groups from time to time and manage the proceedings.

III.6.v Support Mechanism (Destination Cell)

Destination Cells at each selected destinations will function as support mechanism for the professional implementation of the RT with the following manpower;

- a) 1 Destination Level Co-ordinator
- b) 1 Social Animators per identified destination
- c) 1 Computer assistant with GIS background per identified destination
- d) 1 Office assistant

III.7 Fund Management

The programme fund will be channelized from the State Cell to Destination Cell with monitoring from the SLRTC followed by proper supervision of the DLRTC.

III.8 Amendment

Guidelines will be updated and amended by the SLRTC with the approval from its General body.

III.9 Termination

On dissolution of the DLRTC, it shall be amalgamated with the Department of Tourism with all assets and liabilities or the assets after discharging all charges and obligations shall be transferred to the Government. Assets and profits shall not be distributed among the members of the DLRTC.

III.10 Raising of Loans

The Governing Body is empowered to raise loans from individual, bank, Governmental Organisations, or other financial institutions to attain the objects/purposes of the DLRTC on such terms and conditions that the Governing Body may from time to time decide, with the consent and approval of SLRTC. The Convenor or in his absence any office bearer shall execute all documents/agreements on behalf of the DLRTC.

Annexure I

Minutes of the Responsible Tourism Committee (RT Committee) meeting held on 20th April 2007 in the Conference Hall of Directorate of Tourism

Meeting started at 11 AM. Dr. Venu V IAS, Secretary (Tourism) chaired. Sri. Sanjay Kaul IAS, Director of Tourism welcomed the members of the Committee.

The Committee approved the minutes of the workshop held on 2nd and 3rd February 2007 at Kanakakkunnu Palace, Thiruvananthapuram without any change. The minute was circulated to the members in advance.

Secretary informed the members that Government likes to initiate the process of implementation of Responsible Tourism in the state without further delays. He requested suggestion from the members on the way forward.

After detailed discussion, the following decisions were taken;

1. To formulate 3 working groups from among the members of the RT Committee in Economic, Environmental and Socio-cultural sectors to discuss and finalize the actions to be taken on each sector. The members of each working groups were also decided (Annexure A) with flexibility to co-opt more members, if found essential.
2. To take up Kovalam, Kumarakom, Wayanad and Thekkady for the implementation in the first phase. Any other destination desirous on starting the initiatives will be supported by Department
3. To formulate and submit a scheme and submit to Government for sanction
4. To position Implementation Cells at Directorate and at each selected destinations with the following manpower;

At Directorate

- a. 1 Professional at Directorate
- b. 1 Project assistant at Directorate
- c. 1 Computer assistant with GIS background at Directorate

At Selected Destinations

- a. 1 Professional
- b. 1 Social Animators per identified destination
- c. 1 Computer assistant with GIS background per identified destination
5. To have destination level meetings at selected destinations of tourism industry, local self government and other related government agencies, NGOs and local community representatives. The dates of the meetings were fixed as follows;

| | |
|-----------|-----------------------------|
| Wayanad | - 6 th May 2007 |
| Kumarakom | - 7 th May 2007 |
| Kovalam | - 8 th May 2007 |
| Thekkady | - 16 th May 2007 |

6. To constitute Destination Level Co-Ordination Committees (Local RT Committees) and local Working Groups after the destination level meeting
7. To conduct industry surveys (only of the agreed partners) and survey of local resources for assessing the Demand-supply gaps and fixing the targets of RT indicators
8. To sign agreements with local service providers and tourism industry partners after fixing the targets for achievements
9. To start working on government Initiatives on consolidation of supportive schemes of various departments, formulating standards on the local economic/social/environmental aspects, classification /incentives systems, code of ethics, local level capacity building, legal and legislative frameworks
10. To initiate awareness campaign on RT

The meeting came to an end at 1.00 PM with the vote of thanks by Sri. U V Jose, Additional Director of Department of Tourism.

After the meeting each working groups met separately to work out the detailed strategies and action plans

**Director
Department of Tourism**

Annexure II

Minutes of the 2nd State Level Responsible Tourism Committee (SLRTC) Meeting held on 10th August 2007 at Hotel Mascot, Thiruvananthapuram

Meeting started at 11 am. Dr. Venu.V IAS Secretary (Tourism) chaired the meeting. Secretary welcomed the members and the session started with the presentation by Sri. U.V Jose, Additional Director (Planning and Projects), Department of Tourism on the actions taken on the decisions of last meeting. He reported the following;

Decision 1:

To formulate 3 working groups on Economic, Environmental and Socio-cultural sectors.

Actions taken:

- Working Groups on Economic, Social and Environmental responsibilities were formed and meetings held. The Working Group on Economic Responsibility has worked out Strategies on Demand survey and the Surveys were conducted under the leadership of Dr. B Vijayakumar, Principal KITTS. The strategies on Supply side are being worked out through Kudumbashree.
- Working Group on Social Responsibility and Environment Responsibility have worked out the strategies which is to be approved by the SLRTC.

Decision 2:

To take up Kovalam, Kumarakom, Wayanad and Thekkady for the implementation in the first phase

Actions taken:

- The details of the meetings at 4 destinations were briefed as follows;

Wayanad

| | |
|------------------------------|----------------|
| Date of meeting | - 6th May 2007 |
| No. of participants | -96 |
| No. of hotels signed the MOU | -8 |

Kovalam

| | |
|------------------------------|----------------|
| Date of meeting | - 8th May 2007 |
| No. of participants | -111 |
| No. of hotels signed the MOU | -20 |

Kumarakom

| | |
|------------------------------|-----------------|
| Date of meeting | - 16th may 2007 |
| No. of participants | -129 |
| No. of hotels signed the MOU | -3 |

Thekkady

| | |
|------------------------------|------------------|
| Date of meeting | - 23rd June 2007 |
| No. of participants | -106 |
| No. of hotels signed the MOU | -6 |

Decision 3:

To formulate and submit a scheme and submit to Government for sanction

Actions taken:

- Submitted and waiting for sanction

Decision 4:

To position Implementation Cells at Directorate and at each selected destinations

Actions taken:

- Possible only after Government approve the scheme

Decision 5:

To constitute Destination Level Co-Ordination Committees

Actions taken:

- Constituted

Decision 6:

To conduct industry surveys and survey of local resources for assessing the Demand-supply gaps and fixing the targets of RT indicators

Actions taken:

- Demand survey conducted

Decision 7:

To sign agreements with tourism industry partners after fixing the targets for achievements

Actions taken:

- To be done after supply side survey

Decision 8:

To start working on government Initiatives

Actions taken:

- Started

Decision 9:

To initiate awareness campaign on RT

Actions taken:

- To be started

The Committee approved the action taken report. Followed by this, Dr. B Vijayakumar, Principal, KITTS was requested to present the salient features of the Demand survey conducted among the hotels who agreed for partnering with Kerala Tourism on the RT

initiatives. As per his presentation the salient points of the group discussions at all the Destination Level RT meetings were;

- There will be a regular demand from the hotels for the identified items
- Hotels are willing to purchase vegetables, milk, fruits, eggs and meat from local
- Specific arrangements have to be made for regular supply of quality items
- There is demand for organic products
- Demand for trained professionals at local level also is there

Then Dr. Vijayakumar presented the analysis of the survey and the demand forecast under the following subheads;

- Vegetables demanded & can be produced any where in Kerala
- Vegetables demanded & can be produced in high ranges
- Fruits demanded mainly outside from Kerala
- Demand for live stock products
- Demand for processed food
- Demand for provisions
- Demand for milk and milk products and
- Other items such as mineral water etc

He also presented the aggregate annual demand of all the above subgroups, percentage of local level employment generation and details of outsourcing.

Detailed presentation of Dr. Vijayakumar is given in Annexure I. In the discussions, concerns were raised by Sri Chandrahasan and others on taking the averages in estimating the annual demand due to the seasonal problems existing in the tourists' arrival to the state.

The Chairman then requested Kudumbashree to present their strategies on supplying the items to the tourism industry based on the presentation on the demand forecast. Smt. Sarada Muraleedharan IAS, Executive Director of Kudumbashree addressing the Committee pointed out that Kudumbashree is ready to take the challenge of ensuring timely supply of quality items. Kudumbashree will work out a strategy which do not completely dependent on tourism, but will also cater to a portion of the local demand. She said that the volume required to cater to the tourism industry is not that large. She also reiterated that Kudumbashree is not ready to be positioned only as an agent for supply, but like to be more as a producer and supplier.

The presentation was done by Smt. Priya Paul, Micro enterprise consultant of Kudumbashree Mission . She explained that the objectives of the presentation were to analyze the daily requirements of food items in the hotels and restaurants of the destinations, and to analyze how the requirements could be met by Kudumbashree groups. She said that the analysis was done based on the data provided to them based on the demand survey data in the following subgroups;

- Vegetables-
 - That can be cultivated by the NHG groups
 - That cannot by cultivated by the groups

- Fruits
- Fish & Meat
- Provisional Items

Analysis was done on the monthly requirement of each major item, area required for cultivation and on the number of activity groups to be formed.

During the discussion, the members of the committee including Sri T N Prathapan MLA opined that Kudumbashree should also look into associating with various other potential groups who can supply the required items and form a consortium to ensure regular supply. The issue on focusing only on organic farming also came for the discussion. But the general opinion was like they cannot fully depend on the organic farming for the present one, but can be used as a value added product for those who desires to do so.

After detailed discussions Kudumbashree was requested to continue the planning process including trainers training on surveys, integrating with state plan proposals etc.

The Chairman then requested for the presentations on the strategies planned by the Environmental Responsibility Group. Sri. Jayakumar of M/s Thanal presented their approach. He started with the issues of concerns raised in various destination level meetings.

- The issues at Wayanad are - drinking water, waste management, encroachment, change in land use pattern, poor infrastructure, lack of resource management, lack of co-ordination between departments, non implementation of Act&Rules, unscientific mode of fishing, lack of EIA and carrying capacity studies.
- The issues at Kumarakom are - pollution of water by houseboats, resorts, biodiversity loss due to pollution, lack of land use and infrastructure planning, lack of inter department co-ordination, non conduct of carrying capacity and EIA studies, waste disposal etc.
- The issues at Kovalam are - waste management, non-eco -friendly design and construction pattern, drinking water problem, mining, encroachment of land, non co-ordination of departments in planning, implementation of Act&Rules etc.
- The issues at Thekkady are - solid and liquid waste management, lack of carrying capacity and EIA studies, drinking water issues, lack of master plan and land use pattern, issues in preservation of biodiversity etc.

Sri. Jayakumar said that the Working Group felt that in a tropical state like Kerala having a heavy rain fall, land is rich in biodiversity but ecologically and geomorphologically very fragile. Natural ecosystems in Kerala , whether coastal or midland or mountain are already fragmented and restricted to ecologically tiny islands , which cannot withstand any kind of disturbance. Therefore attracting large influx of tourists without conducting an environmental impact assessment is suicidal.

Among other things which have cropped in the meetings in Wayanad, Kumarakom, Kovalam and Thekkady, the group found the following are the important areas which require maximum attention;

- Resource management(long term)

- Land and land use management (long term)
- Spatial Planning (long term)
- Encroachment (long term)
- Monitoring and evaluation (continuous)
- Pollution prevention (continuous)
- Waste management (short term)
- Visitor management (short term)
- Carrying capacity study(short term)
- Energy management (short term)
- Water management (short term)
- Environment impact assessment (short term)
- Environmental Act and Rules (short term)
- Bench marking (short term)
- Environmental code of ethics for all stakeholders (short term)

Sri. Jayakumar also presented the proposed mandate of the Working Group as discussed by the group;

- Recommending to the committee on the stakeholders role in environmental conservation.
- Guiding the committees on environmental issues.
- Recommending the code of ethics for environment by all stakeholders
- Identify environmental threats to tourism destinations
- Act as advisory role in enforcing environmental act and rules.
- Monitoring and evaluation of implementation of various act and rules concerning the implementation of Responsible tourism

The Group identified areas for priority actions to report achievements at the end of the year as;

- Energy (power)
- Transport
- Water
- Waste
- Ecological Benchmarking and carrying capacity assessments

The detailed presentation of the Working Group is given in Annexure II

The findings of the Social Responsibility Group were then presented by Dr. Murali Menon. He started by explaining that responsible tourism means travel is not for pleasure alone. It is for broadening visitors' experience platform with the source of attraction lies within the host community. The new model of tourism will be community owned and driven and to be structured on Kerala traditional craft, culture, heritage, and environment. The social development programmes identified by the group included;

- livelihood activities /employment

- promotion of culture and art forms
- promotion of ethnic food
- gender equality
- capacity building
- curbing of social evils
- adherence to socio-cultural and behavioral norms
- awareness and training programmes

The strengthening the livelihood of the communities includes;

- mapping livelihood chains related to art, craft and tourism in the locality
- organizing the craftsmen into collectives (thereby reducing intermediation and transaction costs)
- skill development programmes
- document local traditions- art, craft, cuisine, music, religion etc.

Strengthening other areas include;

- promotion of agriculture and horticulture (link them with hotel and allied industries)
- develop local ethnic museum
- popularize ethnic restaurants
- develop handicraft centers for local articles
- develop cultural centers for performing art forms(special opportunities to see the local festivals and fairs) and
- gender equality

The capacity building programmes may include;

- proper awareness and training for active involvement
- develop good marketing strategy
- bring proper skill development programme
- bring value addition to activities.

The group brought out the challenges and concerns of responsible tourism as;

- cleanliness and hygiene
- carrying capacities of eco- sensitive areas
- marketing
- conservation of natural heritage site
- host community benefits
- conservation of groundwater and rainwater harvesting
- mechanism for waste disposal
- regulation of traffic flow , noise, plastic etc.
- tribal legacy and folklore
- responsible use of built heritage.
- safety for host community the visitors

- respect for traditional knowledge.

It was mentioned that while considering any location for development, assessment of the following aspects need to be addressed;

1. accessibility
2. population
3. physical features
4. topographical diversity
5. flora, fauna and agriculture
6. cultural and natural attraction
7. presence of ancient place of worship
8. fairs and festivals
9. handicraft skills
10. gender equality

Finally it was reiterated that the end result should be;

- creation of employment opportunities
- creation of value addition for local expertise and raw materials
- creation of capacity building for income generation
- gender equality, empowerment of youth and weaker sections
- preservation of culture, heritage and ecology

During the discussion it was pointed out that there are many overlappings between the observations of the Environmental and Social Groups. It is better to have a common questionnaire framed for the surveys and data collection. Everyone participated in the discussion pointed towards utilising the great cultural heritage of the Kerala society for the promotion of tourism.

Finally a committee was formed to formulate the guidelines for the functioning of the Destination Level Responsible Tourism Committee (DLRTC) with the following members;

1. Sri. U V Jose, Additional director, Department of Tourism
2. Sri .K G Mohanlal, MD, KTDC
3. Sri .T P Narayanankutty, Director, Eco-Tourism
4. Sri. M. S. Vasu, President, Kumily Grama Panchayat
5. Sri. P. Gagarin, Vice President, Kalpetta Block Panchayath
6. Sri. G. C. Damodaran, President, Kumarakam Grama Panchayat
7. Sri. Saroop Roy B R, Equations
8. Sri. Jagajeevan N, PO, Kudumbashree

Meeting came to an end at 4.30 PM