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Centre, Kerala plan to spend ₹500 cr to promote tourism

The Centre and the Kerala Government together will spend ₹500 crore to boost tourism in the state. The plan is to further promote the state as a popular tourism hub by creating better infrastructure like roads, hotels, shopping centres and houseboats.

"The work will be done in three phases with a total investment of ₹500 crore. The new facilities would be developed on a public-private partnership mode," sources said. In the first phase, the Central Government has provided ₹50 crore and an equal amount has been given by the state.

Besides, special emphasis would be given on picturesque backwaters of Alappuzha in Kerala, a major attraction for tourists. As a part of the plan, a number of houseboat terminals, resting points,



night halt centres, curio and souvenir shops would be built along the panoramic banks of the backwaters, they added.

Besides, the state would invest in showcasing the glory of heritage Muziris port situated on the south-western coast. "We want to turn Muziris into a major destination for cultural

tourism. Muziris was a spice city where the traders of the world - Greeks, Romans, Arabs and Chinese - thronged to buy and sell spices and clothes," sources said.

Further, the state would also promote coir tourism. "The tourists would be attracted to the state using the facilities of the coir industry and also

arrangements should be made for them to watch the process of producing coir. This will in turn be beneficial to the sector as a whole," they said.

The sector, which employs 3.25 lakh people in Kerala, is a priority sector for the government. The state is a major hub of coir production in the country. ■